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Attitudes of Canadians Towards Advertising on Television

Vol. I

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ATTITUDES OF CANADIANS TOWARDS ADVERTISING ON TELEVISION

VOLUME I

Market Facts

BCA-2478

ATTITUDES OF CANADIANS TOWARDS ADVERTISING ON TELEVISION

VOLUME I

Prepared For:

THE RESEARCH BRANCH OF THE

CANADIAN RADIO-TELEVISION AND TELECOMMUNICATIONS COMMISSION

By:

MARKET FACTS OF CANADA LIMITED

TORONTO OTTAWA MONTREAL

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In January 1975, Market Facts of Canada Limited was commissioned by the Canadian Radio-Television and Telecommunications Commission to conduct a research study on the Canadian public's attitudes towards advertising on television.

The research study was carried out in several stages encompassing a period of roughly twenty months. The earlier stages identified issues and dimensions bearing on the subject. Existing knowledge from independent research sources, both published and unpublished, was reviewed in defining the scope of this study. More important, however, a number of dialogues were established to ensure that all relevant interest groups as well as individual members of the general public had every opportunity to express their views and voice their concerns on the subject in the development of the study.

The final results of the study are based on a national survey of over 3,000 individuals who were scientifically selected to represent a cross-section of the Canadian population. This survey carried out early in 1976 provides the basis of the findings reported here.

The results of this research study provide an analysis of Canadians' attitudes towards television advertising. These attitudes are expressed in the level of concern voiced by the 3,000 respondents to the issues raised in the survey questionnaire.

To provide a complete analysis, the responses of the survey respondents were considered not only as an aggregate population, but also according to the French/English language groups, by various demographic characteristics, and by viewing behaviour, program preferences, and level of exposure to the medium. To lend a substantive basis for interpreting the findings, the study has considered the impact of television on people's lives and the attitudes of people towards television as a medium and towards advertising as a commercial and economic activity in our society.

This report outlines the principal results of the analysis.

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PART ONE

INTRODUCTION

INTRODUCTION

I. Background To The Study

The Canadian Radio-Television and Telecommunications Commission is a federal agency responsible for the development and administration of a regulatory policy governing the broadcast media in Canada. This regulatory capacity encompasses both a technical responsibility through its licensing provision, and an administrative role through the formulation and implementation of operating guidelines governing licensees.

The activities of the C.R.T.C. are undertaken on behalf of the public interest. Public sentiment regarding the broadcast industry is monitored by the C.R.T.C. through its system of local public hearings wherein open dialogue is solicited, and through its acceptance of forms of individual communication. In turn, through the C.R.T.C.'s reporting relationship to the federal government, public sentiment is then communicated to the elected members of parliament.

A topic that has received a great deal of controversial discussion concerns advertising on television. The public's concern about television advertising is evident in the frequency with which it is addressed in communications to the Commission and in complaints made to the broadcasting stations. The dominance of television as a medium vis-à-vis other media further suggests the importance of this concern as a matter for public discussion.

In order to take account of the public's apparent concern about advertising shown on television, research staff from the C.R.T.C. undertook a study to review the criticisms and comments that were received from the public on this topic. The first part of the review analysed letters and other communications coming directly to the C.R.T.C. or via the broadcast stations. The second and considerably broader part of the review analysed comments made about television commercials by respondents to the Bureau of Broadcast Measurement survey.

The Bureau of Broadcast Measurement survey questionnaire was designed primarily to measure audience size, but it also invited respondents to comment freely about any of the broadcast media. The analysis of over 3,000 questionnaires returned from different areas of the country showed that the great majority of such comments concerned television as opposed to radio and, furthermore, that the largest number of spontaneous comments are related to television advertising.

Both parts of this review led to the same two principal conclusions. The first conclusion was that television commercials are the greatest single source of complaint about the broadcast media, insofar as spontaneous comments can be taken as a reflection of public opinion. Most of the comments were in the nature of criticism and came from a wide demographic spectrum of the population. However, the fact that many respondents to the Bureau of Broadcast Measurement survey made no comments at all leaves open to question the extent to which criticisms received directly by the C.R.T.C. and the broadcast stations are representative of the attitudes of the population

at large. Also, because the comments were not made in response to a systematic set of questions posed to the respondents, they are difficult to tabulate quantitatively.

The second conclusion was that, although many people are clearly unhappy with at least some aspects of television advertising, they frequently appear to lack both the vocabulary and the conceptual ability to fully articulate their dissatisfaction. Rather, their comments are often expressed in terms of general annoyance with specific commercials, or in general syndrome terms such as "there are too many commercials".

Although these findings do not present the kind of confidence and specificity to yield actionable guidelines for policy-making, they do provide ample support to the basic hypothesis that there is a very considerable amount of public concern and discontent about at least some aspects of television advertising. Based on this evidence, the C.R.T.C. decided to undertake a formal study of the attitudes of Canadians towards advertising on television in order to develop a systematic basis for policy guidelines. The specifications for such a study were tendered during the latter part of 1974 and the contract awarded to Market Facts of Canada Limited in January 1975.

This study of attitudes towards advertising on television was undertaken by Market Facts in three sequential stages based on methodological considerations. The first stage isolated spontaneous comment about television advertising from communications directed to the C.R.T.C., from the Bureau of Broadcast Measurement survey comments, from personal in-depth interviews,

and from journal, newspaper, and unpublished articles. The second stage developed a vocabulary for, and unearthed further issues of relevance to, the quantitative survey. The third stage consisted of the large scale national survey for which over 3,000 people were randomly selected and interviewed from among the total Canadian population.

This report focuses on the methodology and analysis of the large scale national survey. Part one of this report outlines the background to this study generally and then focuses on the preliminary stages of the research. Part two of this report presents the detailed methodology for the quantitative national survey. The analysis and findings of the data collected in the quantitative national survey are presented in the remaining six parts of the report.

II. Study Objective

The objective of this research study is to provide a comprehensive review of the opinions and attitudes of Canadians towards advertising on television. This review pertains not only to the population as a whole, but to the major demographic subgroups of the population as well.

This overall objective translates into the following two operationally distinct component objectives:

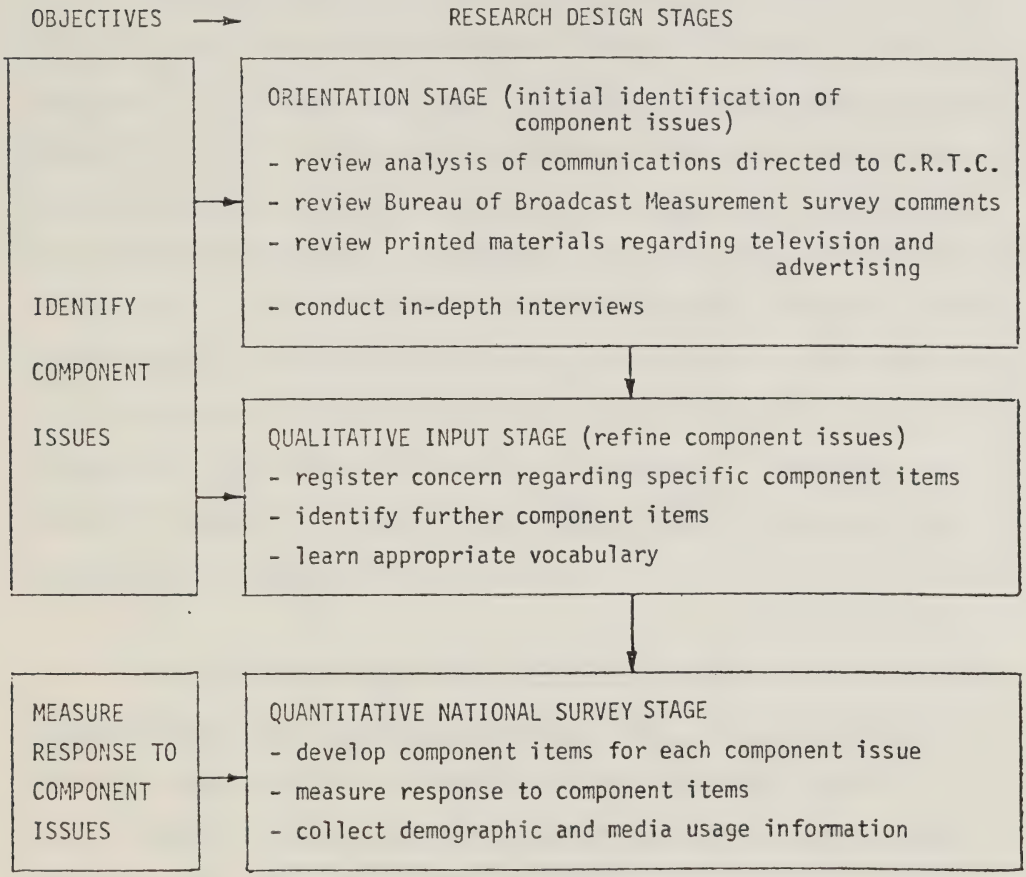
1. To identify the component issues which make up the attitudinal framework surrounding television advertising as it is seen by Canadians.

2. To measure the response of Canadians towards each of these component issues, both for the aggregate population and for various subgroups of the population.

The scope of this study is not limited to only that advertising which is seen on Canadian television channels, but rather includes all advertising seen by Canadians at home. The logic for so doing is primarily based on the exploratory stage finding that most Canadians cannot clearly dichotomize their attitudes according to the broadcast source. This reflects the fact that most Canadian television advertising uses the same types of copy approach as does television advertising produced in the United States. Another factor bearing on the decision to include all advertising seen on television in Canada is that, while the penetration of U.S. television has reached approximately 60% of Canadian households and is still expanding, there has been a much greater increase in the proportion of such transmission that is channeled through cable services which fall under Canadian control.

III. Research Design

The research design for this study is based on its two operationally distinct component objectives as outlined in the schema presented below.



The Orientation Stage and the Qualitative Input Stage seek to identify the full range of issues relevant to television advertising and

develop some understanding of the nature of these issues. The emphasis and weight given to identifying the component issues is considerable since these initial results determine exactly what is measured in the ensuing quantitative national survey.

The Orientation Stage utilizes both direct and indirect input to develop an expository listing of component issues of relevance to television advertising. The direct input consists of the analysis of communications directed to the C.R.T.C. and Bureau of Broadcast Measurement survey comments. The indirect input consists of a review of issues put before the public by various concerned sources. In-depth interviews were conducted with representatives from the advertising and broadcasting industries, concerned special interest groups, and public bodies having jurisdiction over either the advertising or broadcast industries. Written material from both published and, in some cases, proprietory sources was also reviewed. These sources are detailed in Appendix I. The principal findings from this research stage are summarized in Appendix II.

The Qualitative Input Stage utilizes group discussion techniques to further develop and refine the component issues. Various groups of individuals were selected to be representative of Canadians generally. A detailed summary of the demographic characteristics of the groups appears in Appendix III. The nature of the discussions was exploratory and they were conducted under the direction of a moderator as an open forum for expressing one's personal views on television advertising. The group

discussion outline used by moderators appears in Appendix IV. The findings of the Qualitative Input Stage have been reported in detail under separate cover, but are also summarized in Appendix V. These findings further delineated the range of attitude held by the public towards advertising on television and assisted in developing the specific component items to be measured in the Quantitative National Survey.

Group discussions, as a method of preliminary investigation, permit the setting of boundaries and pertinent points to be covered in the Quantitative National Survey Stage. Group discussions also shed light on the language and expressions used by the public on the particular topics in question, as well as on the dimensions which characterize different people's attitudes and opinions about television advertising. It should be pointed out, however, that group discussions have certain limitations as a research methodology. The group situation as such may be a somewhat unnatural experience for some of the participants and the ability of the group participants to verbalize their thoughts and express their opinions on a given topic is not usually distributed equally among the group. It is important to understand, therefore, that the conclusions most easily derived from a group discussion are often weighted by the extent to which people are able to verbalize their attitudes. Thus, while this research technique leads to a rich and diverse set of information, one cannot regard the findings as being conclusive. The findings from these group discussions, however, largely form the basis on which the Quantitative National Survey is structured.

The Quantitative National Survey Stage numerically measures public opinion towards issues related to advertising on television. A succinct listing of these issues, and of statements relevant to each, was developed from the findings resulting from the two previous research design stages. A questionnaire was then developed and administered to over 3,000 individuals representative of Canadians above the age of fourteen. The methodology for this research design stage is detailed in Part Two of this report, and the analysis for this Quantitative National Survey Stage is presented in Parts Three through Eight of this report.

PART TWO

METHODOLOGY FOR THE QUANTITATIVE NATIONAL SURVEY

METHODOLOGY FOR THE QUANTITATIVE NATIONAL SURVEY

I. Survey Questionnaire

The survey questionnaire serves the primary purpose of soliciting Canadians' responses towards a variety of issues related to advertising on television. Based on findings from the Orientation Stage and Qualitative Input Stage, statements were developed which are representative of various component issues whithin three primary attitudinal areas. These areas are attitudes towards televison as a medium, attitudes towards advertising as an economic and commercial activity, and attitudes towards advertising on television specifically. The actual statements for each of these three attitudinal areas appear in questionnaire Sections II, III, and IV respectively, and the rationale for their use is detailed in the first section of Parts Five, Six, and Seven of this report.

The survey questionnaire also gathers information of general use in classifying survey respondents. Basic demographic date is obtained from the face page and from the Basic Data Section of the questionnaire.

The English and French version personal interview questionnaires were pretested using arbitrary samples in Toronto (23 interviews) and in Montreal (13 interviews). Based on pretest interviewer debriefings and an analysis of these questionnaires, minor changes were introduced to improve the clarity and understanding of several television usage questions in Section I. The attitudinal statements in Sections II, III, and IV proved satisfactory as did the Basic Data Section.

Copies of the final English and French version questionnaires appear in Appendix VI and VII respectively.

II. Sample Design

The respondents interviewed in this study are representative of people above the age of fourteen resident of all parts of Canada except the North-west Territories and the Yukon. The actual sample for this national study may be described as a stratified proportionate area probability design with quota techniques being applied within selected enumeration areas. This design offers the optimum precision and interpretability of quantitative results while remaining sensitive to overall field costs.

Two basic levels were involved in specifying the sample. The first levels involved choosing specific geographic areas where interviewing would be conducted. Specific enumeration areas were selected. These are geographic cells comprised of two hundred households on average, and they represent the smallest level of disaggregation in Statistics Canada's population data. The second level involved specifying a procedure of selecting households and, within households, individuals to be interviewed.

The sample has been selected so that the number of interviews to be completed within each region and population classification remains proportionate to the overall Canadian population distribution. The sample was stratified into the following five regions:

Maritimes

Quebec

Ontario

Prairies

British Columbia

and by the following three population densities:

500,000 and over

10,000 to 499,999

9,999 or less and rural

The sample design also specified clusters of five households in areas where the population density is ten thousand or greater, and clusters of ten households in rural areas or areas where the population density is less than ten thousand. Thus, in order to achieve a proportionate distribution of households across the entire sample, an enumeration area selection rate of only half as often was used in the 9,999 or less and rural population density strata as compared to the larger two population density strata. As well, a third level of stratification was implicitly accomplished by ordering the previously mentioned strata on Electoral Districts.

The actual selection of enumeration areas was done using a computerized random sampling program in conjunction with the Statistics Canada 1971 Enumeration Area Tapes. In total 405 enumeration areas where the population density is ten thousand or greater and 98 enumeration areas where the population density is less than ten thousand were selected. The complete enumeration area sample frame generated for this study appears in Appendix VIII.

Once the sample of enumeration areas was selected, detailed maps of each were prepared. From these maps, a second random procedure was used to select specific streets and households to be contacted. Personal interviewers attempted to make contact with the selected households during weekday evenings

and at any time on Saturdays. Up to three attempts were made to contact each selected household and these attempts were systematically spread out over different times of the day and parts of a week to maximize the probability of finding someone at home. Specific substitute households were approached only if after three attempts, no contact was achieved at initially selected households.

Once contact had been established with a household, the interviewer first took a census of all individuals living in the household who were over the age of fourteen. A pre-specified randomizing procedure was then used to select the specific person who should be interviewed and, if he or she was not at home, an appointment was made to call back. Up to two call backs (thus three attempts) were made to interview the selected person within the household, and under no circumstances was the interviewer allowed to conduct the interview with anyone else in the household.

III. Execution

Each interviewer was instructed to follow strict sampling and interviewing procedures. As well as attending a personal prebriefing session, each interviewer was provided with written instructions. English and French copies of these instructions appear in Appendix IX.

A minimum of 15% of each interviewer's work was subjected to validation by field supervisors. The validation was performed by telephone with the respondent to verify that the interview did occur and to verify key data from the study. Each interviewer's work was not accepted for tabulation until it had been judged to be satisfactory at the validation stage.

The average length of interview was about 45 minutes with almost none taking longer than 75 minutes.

The actual number of households which had to be contacted in order to yield the desired number interviews varied with a higher completion rate generally being obtained in the smaller centres and in the rural areas. Appendix X details the actual completion rates and reasons for non-completion by field control centres within each of the five regions of Canada. On an overall national basis, interviews were successfully completed at 47% of all selected households.

IV. Achieved Sample And Weighting Procedures

Because of differential success rates in interviewing various demographic components across the entire population, the achieved sample rarely matches the 'perfect' sample that is selected. These differential success rates between one segment of the population and another result from such constraints as unequal propensity to be at home during the times when the interviewer calls and unequal rates of cooperation in agreeing to participate in the survey. The numbers of interviews actually completed within each region of Canada is detailed age, sex, and population density in Appendix XI.

In order to make up the equal balance among various population groups that was intended in the original sample design, a mathematical weighting procedure has been employed to restore the proportionality of different segments represented in the sample. This weighting procedure is based on the following criteria:

- five geographic regions of Canada (with the Quebec region in turn being considered separately for the English speaking population compared to the French speaking population)
- five population density strata
- age by sex strata.

The actual weightings applied to each of these criteria in order to restore overall proportionality to the completed survey questionnaires appear in Appendix XII.

V. Analysis

The completed survey questionnaires were keypunched after open-ended responses were coded. A portion of each keypuncher's work was verified and if errors were found, all of that keypuncher's work was verified. The completed data check was then machine edited for consistency and logic flow with any problems being referenced back to the original questionnaire.. Only after completion of these quality control steps was the data subjected to analysis.

The basic analysis consisted of cross tabulating all questionnaire items by the following breaks:

sex

age

stage of lifecycle

occupation

household income

education level

where educated

language spoken

province

population density

population density within region

multiplicity and intensity of media usage

amount of television viewed

effective complainers regarding television

estimated amount of advertising on television

favourite type of television show watched

single versus multiple television set ownership

available television signals

cable system users

response to statements regarding advertising, television, and television advertising

segmentation analysis clusters by advertising, television, and television advertising

The analysis which makes up the balance of this report deals initially with the importance of television vis-à-vis alternate media and with specific aspects of television as a medium. A much shorter part then deals with the type of individuals who effectively complain about things seen on television. These two parts of the analysis make use of weighted data across a variety of the above mentioned breaks in order to present relevant similarities and differences between subgroups of the Canadian population.

The main body of the analysis then deals with attitudes towards advertising, television, and television advertising in three respective parts of the report. Within each part this is done by measuring the response to each specific attitudinal statement primarily using the following five point scale:

agree completely	agree somewhat	neither agree nor disagree	disagree somewhat	disagree completely
5	4	3	2	1

and to a lesser extent using the following five point scale:

very often	quite often	occasionally	very seldom	never
5	4	3	2	1

This latter scale was used specifically with statements which measure attitudes more appropriately through specific behavioural manifestations. This scale data has been used in several ways. Initially aggregate national data is presented for each statement by summing the occurances of 4 and 5 responses, summing the occurances of 3 responses, and summing the occurances of 2 and 1 responses, and then representing each as a percentage of total response. The aggregate national data is also presented for each statement in terms of average levels by summing every respondents' numerical scale score and then dividing by the number of respondents. This creates an average level of agreement which indicates the sentiment of all respondents on average towards each statement along a continuum from "disagree completely" (average level of 1.0) to "agree completely" (average level of 5.0), or in some cases creates an average frequency level which indicates the sentiment of all respondents on average towards each statement along a continuum from "never" (average level of 1.0) to "very often" (average level of 5.0). Thus higher average levels indicate greater agreement or greater frequency. The positioning of these average levels is also presented graphically for the aggregate national data. For the subsequent discussions of various subgroups of the data, only average levels are presented. The subgroups of the overall population which were of consistent importance to understanding attitudinal similarities and differences were broken according to sex, age, education level, occupation, household income, population density, and region. The three attitudinal analyses of statement percentages and frequency levels each use only weighted data in order to maximize representativeness to the overall Canadian population.

The final part of the analysis examines complex inter-relationships between Canadians' attitudes towards the different attitudinal statements. This analysis groups respondents according to systematic similarities and differences in how they view various television advertising issues. Unweighted data was used when assigning respondents to the various groups. However, these assignments were then weighted for the between group analysis which this section focuses upon. The specific statistical technique used to achieve the groupings is called "Q-type cluster analysis" and it is explained in Appendix XIII.

It should also be noted that percentaged columns do not necessarily total to unity. This occurs because of rounding error, "don't know/ not stated" responses, and in some cases, because multiple mentions were accepted.

The quantitative national survey questionnaire also collected data to be imputted to a potentially powerful form of policy option analysis called trade-off analysis. However, because of budgetary constraints, this data was not subsequently analysed. The respondent completed portion of the questionnaire used to collect this data appears in Appendices VI and VII for the English and French versions respectively. A description of the analysis of this available data is presented in Appendix XIV.

VI. Statistical Reliability

A basic question to be asked in this study is how accurately does sample data reflect the overall national opinion of Canadians generally regarding these same areas. The reliability of the sample data presented in the following parts of this report can be estimated using the following two theoretical standard error formulae for a proportion drawn from a simple random sample of the population:

for a single statistic:

$$r = z(\theta)\sqrt{\frac{p\,q}{n}}$$

for comparing two statistics:

$$r = z(\theta)\sqrt{\frac{p_1 q_1}{n_1} + \frac{p_2 q_2}{n_2}}$$

where:

- r = $\pm$ range within which the population statistic occurs
- θ = confidence level
- $z(\theta)$ = z value for a confidence level of θ
- p = statistic value
- q = 1-p
- n = sample size

subscripts 1 and 2 refer to the two individual statistics being compared

Using these formulae, three tables have been prepared which indicate the expected accuracy of the sample statistics in terms of the 90% level of statistical confidence that can be associated with the sample achieved. The accuracy range is expressed as a plus or minus deviation from the sample statistic within which, with a 90% probability of being correct, the true population statistic would be found.

Table 1 summarizes the expected accuracy of the percentaged statistics presented in subsequent parts of this report, both for the aggregate national sample and separately by region. Table 2 summarizes the expected accuracy of percentaged statistics for various specific sample sizes. Table 3 summarizes the percentage difference required between two sub-sample percentages to be confident that a real difference exists.

Examples of how to use each table are presented here. Using Table 1, if 72% (approximately 70%) of all respondents answered a question in a particular way, the chances are nine out of ten that the true population statistic is 72% plus or minus 1.4%, that is, the range 70.6% through 73.4% most likely contains the true percentage. Using Table 2, if 47% (approximately 50%) of a particular sub-group containing 380 respondents (approximately 400 respondents) answered a question in a particular way, the chances are nine out of ten that the true population statistic for that sub-group is 47% plus or minus 4.1%, that is, the range 42.9% through 51.1% most likely contains the true percentage. Using Table 3, if 62% of a sample sub-group consisting of 1100 respondents answered a question in a particular way, and only 58% of a second sample sub-group of 900 respondents answered the same question the same way, whether or not a real difference exists can be determined. In this example assume an average sample size of [(1100 + 900) ÷ 2] or 1000 and assume an average magnitude of sample statistic of [(62% + 58%) ÷ 2] or 60%. Then compare the appropriate value from Table 3, (3.6% in this example) to the difference between the two sample statistics ([62% - 58%] or 4%). Since the 4% difference between the two sample statistics is greater than the 3.7% minimum difference required, the chances are nine out of ten that the two population sub-groups do indeed differ.

TABLE 1

EXPECTED ACCURACY OF PERCENTAGED STATISTICS FOR AGGREGATE NATIONAL DATA AND BY REGION

(at the 90% confidence level)

	Magnitude of Sample Statistic				
	10% 90%	20% 80%	30% 70%	40% 60%	50% 50%
Total Canada	±0.9%	±1.2%	±1.4%	±1.5%	±1.5%
Maritimes	±3.4%	±4.6%	±5.2%	±5.6%	±5.7%
Quebec French	±1.7%	±2.2%	±2.6%	±2.7%	±2.8%
Quebec English	±6.3%	±8.3%	±9.6%	±10.2%	±10.4%
Ontario	±1.5%	±2.0%	±2.3%	±2.5%	±2.5%
Prairies	±2.2%	±2.9%	±3.4%	±3.6%	±3.7%
British Columbia	±2.6%	±3.5%	±4.0%	±4.3%	±4.4%

TABLE 2

EXPECTED ACCURACY OF PERCENTAGED STATISTICS FOR VARIOUS SPECIFIC SAMPLE SIZES

(at the 90% confidence level)

	Magnitude of Sample Statistic				
Sample Size:	10% 90%	20% 80%	30% 70%	40% 60%	50% 50%
3000	±0.9%	±1.2%	±1.4%	±1.5%	±1.5%
2000	±1.1%	±1.5%	±1.7%	±1.8%	±1.8%
1500	±1.3%	±1.7%	±1.9%	±2.1%	±2.1%
1000	±1.6%	±2.1%	±2.4%	±2.5%	±2.6%
750	±1.8%	±2.4%	±2.8%	±2.9%	±3.0%
500	±2.2%	±2.9%	±3.4%	±3.6%	±3.7%
400	±2.5%	±3.3%	±3.8%	±4.0%	±4.1%
300	±2.8%	±3.8%	±4.4%	±4.7%	±4.7%
200	±3.5%	±4.7%	±5.3%	±5.7%	±5.8%
100	±4.9%	±6.6%	±7.5%	±8.1%	±8.2%

TABLE 3

MINIMUM DIFFERENCE REQUIRED TO BE CONFIDENT THAT A REAL DIFFERENCE EXISTS BETWEEN TWO PERCENTAGED STATISTICS FOR VARIOUS AVERAGE SAMPLE SIZES

(at the 90% confidence level)

	Average Magnitude of Sample Statistic				
Average Sample Size:	10% 90%	20% 80%	30% 70%	40% 60%	50% 50%
1500	1.8%	2.4%	2.8%	2.9%	3.0%
1000	2.2%	2.9%	3.4%	3.6%	3.7%
750	2.5%	3.4%	3.9%	4.2%	4.2%
500	3.1%	4.2%	4.8%	5.1%	5.2%
400	3.5%	4.7%	5.3%	5.7%	5.8%
300	4.0%	5.4%	6.2%	6.6%	6.7%
200	4.9%	6.6%	7.5%	8.1%	8.2%
100	7.0%	9.3%	10.7%	11.4%	11.6%

PART THREE

THE IMPACT OF TELEVISION AS A MEDIUM

THE IMPACT OF TELEVISION AS A MEDIUM

Subsequent parts of this report deal with specific issues and behavioural hypotheses which relate to people's attitudes towards advertising as an economic and commercial activity, attitudes towards television as a medium, and attitudes towards the presence of advertising on television. Since attitudes towards advertising, television, and television advertising vary according to television usage differences and demographic differences among Canadians, these basic considerations are initially presented in this part of the report separately from the attitude analyses to which they relate. The basic television usage information presented in this section of the report also indicates the extraordinary importance of television vis-à-vis alternate media, and of advertising on television vis-à-vis advertising via alternate media. Television usage levels are reviewed initially. Then the relative importance of television compared to other media is examined; first in terms of relative usage levels of different media, and then according to specific contexts which precipitate the use of selected media. Television ownership, viewing behaviour, and program preferences are examined last.

I. Television Usage Levels and Viewing Times

This first section examines television usage in an absolute sense. For individuals with television in their households, weekly usage, daily usage, and viewing times of the day are discussed in demographic terms in the following paragraphs. Supporting data is then presented in Table 1.

The importance of television in the lives of Canadians is readily apparent: three quarters watch television every day of the week, and well over half watch in excess of two hours of television per day. On average, slightly more time is spent watching television on a weekday than on either Saturday or Sunday. Also, television viewing is predominantly an evening activity. On weekdays 75.2% are primarily evening viewers, another 19.4% are both evening and daytime viewers, and 5.0% are predominantly daytime viewers. A slight shift towards daytime viewing occurs on weekends when 68.8% are primarily evening viewers, 24.1% are both evening and daytime viewers, and 6.7% are mainly daytime viewers.

After dividing Canadians into two groups according to principal language spoken in the home, it is apparent that both French speaking Canadians and English speaking Canadians exhibit comparable overall television usage levels and comparable viewing times of the day. However, compared to English speaking Canadians, French speaking Canadians watch slightly more television on weekdays and slightly less on weekends.

Moderate usage level and viewing time of day differences occur between sexes. Males tend to watch television less than do females, particularly on weekdays. Weekday viewing is heavily skewed towards the evening for males, and is overcompensated for on the weekend by proportionately more daytime viewing. Among those who indicate their occupational category to be housewife, the importance of television is clearly evidenced by weekly and daily usage levels which are greater than those for females generally. Also, television is watched much more often during the weekday daytime by housewives than by non-housewife females.

In terms of age, weekly and daily usage of television appears to be a 'U-shaped' function with greater usage occurring within the youngest and oldest groups and lesser usage occurring among 35 to 44 year olds. Viewing times proportionately more often tend towards evening among 25 to 54 year olds, but towards daytime among older individuals and to a lesser extent towards daytime among younger individuals as well.

The general correlation between levels of education, occupation, and income show equally strong relationships in terms of television usage levels. As education, occupation and income levels increase, usage of television shows a definite decrease. For example, within each of these three demographic areas, compared to members of low status demographic groups, only four fifths as many members of high status demographic groups watch television seven days a week. Members of the high status demographic groups also watch fewer hours of television. In terms of viewing time of day, members of the low status demographic groups watch proportionately more weekday daytime programming and somewhat more weekend daytime programming as well.

Television usage also decreases somewhat as population density increases, but differences in viewing time of day do not occur. Regionally, by far the highest television usage levels are found in the Atlantic provinces, while Quebec, and in particular, Ontario, show more moderated usage levels. Proportionately more weekday daytime viewing occurs in the Atlantic provinces, and proportionately less weekend daytime viewing occurs in the Prairie provinces.

Two different measures of media usage have been developed to divide people into separate groups. Multiplicity of alternative media usage indicates the breadth of the range of different media, excluding television, which Canadians normally encounter. Intensity of alternative media usage carries this a step further by taking into account the frequency of exposure to all media other than television simultaneously. The analysis methodology used to calculate these two measures of media usage is detailed in Appendix XV. The key finding from this media analysis is that as both multiplicity and intensity of alternative media usage increases, the usage of one particular medium, namely television, decreases. Canadians who utilize a broad range of media and who expose themselves to considerable media stimulation have lower weekly and daily television usage levels. For example, compared to individuals with a very narrow range and minimal exposure to alternative media, only four fifths as many individuals with a broad range and maximum exposure to alternative media watch television seven days a week. Similarly, as multiplicity and intensity of alternative media usage increases, the number of hours of television viewed on both weekdays and weekends decreases considerably. Proportionately less daytime viewing occurs, particularly on weekdays, as multiplicity and intensity of alternative media usage increases. Overall it appears that in terms of

television usage, the strong correlation between levels of education, occupation, and income previously found also correlate with multiplicity of alternative media usage and with intensity of alternative media usage.

TELEVISION VIEWING LEVELS AND VIEWING TIMES

	Total Canadians	Language		Sex	
		English	French	Male	Female
Total respondents with television in household	3034	2302	732	1505	1528
	%	%	%	%	%
Average weekly usage:					
0-3 days	13.7	13.4	14.3	14.3	13.0
4-6 days	12.0	12.3	11.0	12.8	11.2
7 days	73.9	73.8	74.2	72.6	75.3
Average weekend usage:					
0-4 hours	39.4	38.8	41.3	37.9	40.8
5-8 hours	38.0	38.6	36.0	40.2	35.9
9 or more hours	22.3	22.2	22.5	21.7	22.8
Average weekday usage:					
0-2 hours per day	36.9	38.8	30.8	38.9	34.9
3-6 hours per day	42.1	41.0	45.4	41.8	42.3
over 6 hours per day	20.7	19.8	23.7	19.1	22.4
Total respondents watching television on weekdays	2945	2226	720	1461	1484
	%	%	%	%	%
Weekday viewing time:					
only/mainly daytime	5.0	5.1	4.5	3.3	6.6
day/evening equally	19.4	18.6	21.8	12.3	26.4
only/mainly evening	75.2	75.6	73.7	83.9	66.6
Total respondents watching television on weekends	2935	2237	699	1466	1469
	%	%	%	%	%
Weekend viewing time:					
only/mainly daytime	6.7	6.7	6.8	8.1	5.3
day/evening equally	24.1	23.7	25.3	26.5	21.7
only/mainly evening	68.8	69.2	67.7	65.0	72.6

TABLE 1 (CONTINUED)

	Age						
	15-17	18-24	25-34	35-44	45-54	55-64	65 and over
Total respondents with television in household	239	529	571	503	445	332	315
	%	%	%	%	%	%	%
Average weekly usage:							
0-3 days	8.9	13.3	14.3	17.7	14.8	18.1	8.1
4-6 days	11.6	14.5	12.2	14.5	9.2	8.5	8.7
7 days	79.4	72.1	73.1	67.4	75.9	76.6	82.6
Average weekend usage:							
0-4 hours	37.4	35.6	38.9	40.7	42.8	42.5	36.9
5-8 hours	37.3	35.8	40.1	40.3	40.2	36.1	36.2
9 or more hours	25.2	28.5	20.6	18.6	18.6	20.7	26.7
Average weekday usage:							
0-2 hours per day	30.6	33.3	38.6	43.2	41.5	33.8	27.9
3-6 hours per day	42.8	41.4	43.8	41.0	38.7	43.9	46.1
over 6 hours per day	26.6	25.2	17.4	15.6	19.4	21.8	25.6
Total respondents watching television on weekdays	237	520	557	483	422	325	308
	%	%	%	%	%	%	%
Weekday viewing time:							
only/mainly daytime	7.8	4.8	5.3	4.5	4.7	5.0	4.0
day/evening equally	12.4	21.6	16.0	14.8	18.5	21.8	32.7
only/mainly evening	79.5	73.5	78.4	80.5	76.4	71.7	62.9
Total respondents watching television on weekend	235	507	556	481	434	318	307
	%	%	%	%	%	%	%
Weekend viewing time:							
only/mainly daytime	12.6	11.3	4.8	4.7	5.3	5.0	5.3
day/evening equally	27.5	23.7	19.9	19.2	22.5	33.9	31.9
only/mainly evening	59.8	64.8	74.8	75.9	71.6	60.5	62.8

TABLE 1 (CONTINUED)

	Education			Occupation		
	No Secondary	Some/Completed Secondary	Post Secondary	White Collar	Blue Collar	Housewife
Total respondents with television in household	529	1767	682	658	810	804
	%	%	%	%	%	%
Average weekly usage:						
0-3 days	13.6	11.9	17.3	19.9	14.5	9.9
4-6 days	6.7	11.2	18.8	18.4	8.8	10.0
7 days	78.5	76.6	63.6	61.3	76.3	79.5
Average weekend usage:						
0-4 hours	38.1	37.1	45.9	45.2	36.9	37.5
5-8 hours	33.9	39.3	38.9	38.7	39.8	34.8
9 or more hours	27.6	23.3	14.7	15.8	23.0	26.9
Average weekday usage:						
0-2 hours per day	29.7	34.9	48.4	50.5	35.5	30.0
3-6 hours per day	43.2	42.9	38.5	37.3	43.6	44.6
over 6 hours per day	26.5	22.2	12.8	11.8	20.8	24.9
Total respondents watching television on weekdays	515	1726	651	624	790	784
	%	%	%	%	%	%
Weekday viewing time:						
only/mainly daytime	6.8	5.0	3.5	2.3	4.7	7.5
day/evening equally	27.3	19.4	13.1	8.9	13.6	34.6
only/mainly evening	65.1	75.4	83.1	87.9	81.4	57.4
Total respondents watching television in weekends	518	1718	650	630	787	777
	%	%	%	%	%	%
Weekend viewing time:						
only/mainly daytime	4.4	7.1	7.7	5.3	7.4	4.3
day/evening equally	32.8	22.6	21.4	19.8	22.8	25.4
only/mainly evening	62.2	70.1	70.3	74.1	69.5	69.9

TABLE 1 (CONTINUED)

	Household Income				Population Density		
	Under $5,000	$5,000 to $9,999	$10,000 to $19,999	$20,000 and over	500,000 and over	100,000 to 499,999	99,999 and under
Total respondents with television in household	322	637	1190	495	947	472	1615
	%	%	%	%	%	%	%
Average weekly usage:							
0-3 days	9.2	12.2	12.8	20.0	16.2	13.6	12.2
4-6 days	9.5	8.6	13.2	14.7	13.9	15.2	9.9
7 days	81.0	79.0	73.5	65.1	69.5	70.9	77.4
Average weekend usage:							
0-4 hours	43.6	30.6	40.9	46.2	41.7	37.9	38.5
5-8 hours	31.5	44.0	37.7	37.5	36.6	39.5	38.3
9 or more hours	24.7	25.0	21.0	16.1	21.4	22.3	22.7
Average weekday usage:							
0-2 hours per day	31.7	32.1	37.3	48.2	41.6	33.0	35.3
3-6 hours per day	44.6	40.5	44.0	38.9	41.8	41.6	42.4
over 6 hours per day	23.3	27.1	18.4	12.6	16.4	25.0	22.0
Total respondents watching television on weekdays	317	621	1162	472	918	450	1577
	%	%	%	%	%	%	%
Weekday viewing time:							
only/mainly daytime	4.7	5.5	4.7	4.2	4.6	5.4	5.1
day/evening equally	29.7	20.5	17.8	10.9	17.9	21.4	19.7
only/mainly evening	65.0	73.3	77.1	84.6	76.8	72.7	74.9
Total respondents watching television on weekends	306	624	1157	471	903	455	1578
	%	%	%	%	%	%	%
Weekend viewing time:							
only/mainly daytime	6.5	7.7	4.6	8.6	8.5	7.9	5.3
day/evening equally	31.7	26.0	21.5	18.9	25.9	22.8	23.4
only/mainly evening	61.8	66.0	73.5	71.6	64.9	69.1	71.0

TABLE 1 (CONTINUED)

	Region				
	Atlantic	Quebec	Ontario	Prairies	British Columbia
Total respondents with television in household	296	852	1087	497	302
	%	%	%	%	%
Average weekly usage:					
0-3 days	8.1	15.8	15.3	11.9	10.9
4-6 days	8.8	12.0	13.2	11.3	11.7
7 days	81.1	71.8	71.0	77.3	77.5
Average weekend usage:					
0-4 hours	34.1	42.6	38.1	39.2	40.1
5-8 hours	39.2	36.0	40.6	37.4	34.4
9 or more hours	26.7	21.2	20.8	23.3	25.0
Average weekday usage:					
0-2 hours per day	27.0	32.7	41.2	39.6	38.3
3-6 hours per day	41.9	44.9	41.7	38.2	41.9
over 6 hours per day	30.4	22.4	16.7	21.5	19.7
Total respondents watching television on weekdays	283	834	1056	481	292
	%	%	%	%	%
Weekday viewing time:					
only/mainly daytime	6.0	4.5	4.7	5.4	6.3
day/evening equally	25.1	21.0	17.7	17.7	17.6
only/mainly evening	68.2	74.1	77.0	76.3	76.1
Total respondents watching television on weekends	290	814	1048	489	294
	%	%	%	%	%
Weekend viewing time:					
only/mainly daytime	5.5	7.4	6.2	7.0	7.5
day/evening equally	27.6	26.0	23.9	18.2	26.3
only/mainly evening	66.6	66.2	69.4	74.6	66.2

TABLE 1 (CONTINUED)

	Multiplicity of Alternative Media Usage				
	Very Narrow Range	Narrow Range	Medium Range	Broad Range	Very Broad Range
Total respondents with television in household	349	634	833	772	446
	%	%	%	%	%
Average weekly usage:					
0-3 days	10.1	14.0	13.3	14.9	14.3
4-6 days	6.5	7.2	13.3	13.3	18.3
7 days	82.1	78.6	73.3	71.4	66.6
Average weekend usage:					
0-4 hours	38.4	38.6	37.8	40.6	42.2
5-8 hours	34.8	36.4	39.1	39.3	38.3
9 or more hours	26.7	24.6	22.7	19.8	19.0
Average weekday usage:					
0-2 hours per day	29.1	34.3	34.6	41.4	43.3
3-6 hours per day	45.5	44.5	42.9	39.9	38.1
over 6 hours per day	25.1	21.0	22.4	18.3	18.1
Total respondents watching television on weekdays	341	615	808	744	437
	%	%	%	%	%
Weekday viewing time:					
only/mainly daytime	8.5	4.0	5.3	4.0	4.7
day/evening equally	20.9	22.2	20.3	16.0	18.3
only/mainly evening	70.2	72.9	74.1	79.7	76.5
Total respondents watching television on weekends	338	613	809	745	430
	%	%	%	%	%
Weekend viewing time:					
only/mainly daytime	4.6	4.9	7.0	7.7	8.4
day/evening equally	33.4	25.2	22.6	19.1	26.7
only/mainly evening	62.0	69.5	69.8	72.8	64.3

TABLE 1 (CONTINUED)

	Intensity of Alternative Media Usage				
	Minimal Exposure	Moderate Exposure	Average Exposure	Heavy Exposure	Very Heavy Exposure
Total respondents with television in household	440	856	718	520	500
	%	%	%	%	%
Average weekly usage:					
0-3 days	12.3	11.8	14.8	13.1	16.9
4-6 days	5.5	9.8	13.8	14.1	16.6
7 days	81.6	77.9	71.4	72.1	66.0
Average weekend usage:					
0-4 hours	37.5	39.1	39.7	38.7	42.1
5-8 hours	35.6	37.9	39.5	37.0	38.9
9 or more hours	26.6	22.6	20.8	23.6	18.5
Average weekday usage:					
0-2 hours per day	31.3	32.9	38.2	37.7	46.2
3-6 hours per day	43.6	47.0	37.0	43.2	38.3
over 6 hours per day	24.8	19.9	24.8	18.4	15.2
Total respondents watching television on weekdays	430	832	695	507	482
	%	%	%	%	%
Weekday viewing time:					
only/mainly daytime	8.7	4.6	4.5	3.4	4.7
day/evening equally	20.1	21.3	21.0	17.0	15.6
only/mainly evening	70.1	73.7	74.2	78.9	79.5
Total respondents watching television on weekends	422	837	692	505	480
	%	%	%	%	%
Weekend viewing time:					
only/mainly daytime	4.6	6.9	6.5	7.6	7.5
day/evening equally	32.6	25.0	20.4	20.7	23.9
only/mainly evening	62.8	67.5	72.9	70.8	68.3

II. Usage of Television Relative to Other Media

Usage levels for television relative to usage levels for alternative media are discussed in terms of demography and general media usage characteristics in this section. Detailed tabular data follows in Table 2.

A single criterion is used to indicate the usage level of each given media. Each is based on the concept of reach or penetration of the medium towards a group of individuals within some fixed time frame. The criteria developed for this analysis and the overall proportion of Canadians described within each are as follows:

television	watched on each of past seven days	73.3%
radio	listened to for one hour or more per day	61.5%
movie	one or more seen in past six months	54.8%
newspaper	looked at on one or more of the past seven days	88.6%
magazine	one or more read in past four weeks	68.5%
book	one or more read in past six months	66.3%

The criteria for movies, newspapers, magazines, and books are based on minimal exposure to these media. More stringent criteria are applied to television and radio media because of their greater overall presence in the lives of Canadians. Each specific criteria has been chosen to best reflect overall usage of each media. Use of these criteria provides a succinct method of comparing usage levels. Notice the strong correlation between the television usage criterion and the other measures of television viewing levels previously detailed in Table 1 of this part of the report.

Although both principal Canadian language groups exhibit comparable absolute levels of television usage, French speaking Canadians proportionately less often make use of alternative media than do English speaking Canadians. Because of this, television is relatively a more important medium among French speaking Canadians.

Interesting differences in media usage occur between sexes. Males are more likely to have used newspapers and movies, whereas females are more likely to have used television, radio, magazines, and books. Specifically among housewives, television viewing levels and radio listening levels show further increases. At the same time housewives have below average usage levels for printed media, and their usage level for movies is particularly low. This reflects a general need for media accessibility within the home for housewives. In particular, radio and to a lesser extent television are preferred, presumably because these media can be absorbed concurrently with the completion of household demands.

Maximum television usage appears within the youngest (15 to 17 year olds) and the oldest (65 years old and over) age groups. The youngest group, nonetheless, does not disproportionately over rely on the television medium. Within this group, movie, magazine, and book usage levels are all significantly above the national average usage levels, and radio and newspaper usage levels are only slightly lower than the national average. However, within the oldest group, a disproportionate over-reliance on television, and to some extent on radio, is apparent. Usage levels for books, magazines, and movies are particularly low within this group. Their media usage profile

is markedly similar to that of housewives, but in this case the need for accessible and passively involving media is dictated by age.

Outside these two age groups no discernible relationships exist between the usage of television and other media. However, usage levels of several media are independently related to age. Television usage was noted to be a 'U-shaped' function with minimum usage occurring among 35 to 44 year olds. Conversely, magazine and book readership, and in particular movie viewership, decline considerably as age increases.

The general correlation between levels of education, occupation, and income show an equally strong relationship within the area of media usage as in the specific area of television usage and viewing time. Television usage, and to a lesser extent radio usage, decrease significantly, whereas movie viewership and printed media readership increase to an even greater degree, as education, occupation, and income levels increase. Absolute changes in television usage levels alone do not indicate the full impact upon television viewing of the major proportional changes in total media usage which do occur within the bounds of these three demographics. For example, Canadians with low socioeconomic status proportionately less often utilize movies, newspapers, magazines, and books and thus, compared to high socioeconomic status Canadians, these individuals appear more dependent upon fewer media. Their principal media are television and to a lesser extent radio, as much by omission of other media as by absolute usage levels for television and radio.

Canadians with higher education, occupation, and income levels tend to make greater use of movies and printed media. Since television is less often used by these demographic groups, television assumes an even less important role with these individuals when considered in relation to the other media they use.

Usage levels of several media independently relate to the previously discussed demographics. Radio is used to a comparable degree regardless of education. Yet radio usage shows a slight negative correlation to occupational status, and a strong negative correlation to income. The high radio usage level for housewives stands in contrast to the much lower levels exhibited by employed people. Extreme differences in usage levels for movies, magazines, and books occur according to educational background.

As population density increases, television usage decreases slightly but alternative media usage increases slightly. Considered in light of total media usage, television is proportionately somewhat less important in major and large urban centres, and is proportionately somewhat more important in small centres, towns, villages and rural areas.

Regionally, the Atlantic provinces show the highest usage levels for television and radio, and the lowest usage levels for movies and printed media. Thus television and radio weigh particularly important in this region. British Columbia shows moderately high usage of television, but this is outweighed by the extremely strong interest that people in this region show toward printed media. Ontario not only has the lowest television usage level, but like British Columbia, has higher than average usage levels for

the various printed media. The relatively greater importance attached to television by French speaking Canadians is not readily discernible in the regional data. Apparently the English speaking residents of Quebec have contributed significantly towards reducing the overall level of television viewing in that province while inflating viewing levels for all alternative media.

In terms of individuals' total media usage it has previously been shown that those with the broadest alternative media exposure tend to view television less frequently. This is further evidenced by comparing the moderate decline in television usage to the dramatic increase in usage of alternative media, as both multiplicity and intensity of alternative media usage increase. Proportionately, television becomes an even less important medium to individuals who utilize a broad range of media and who expose themselves to considerable media stimulation.

TABLE 2

USAGE OF VARIOUS MEDIA

	Total Canadians	Language		Sex	
		English	French	Male	Female
Total respondents	3059	2324	735	1516	1543
	%	%	%	%	%
Television (watched on each of past seven days)	73.3	73.1	73.9	72.1	74.6
Radio (listened to for one hour or more per day)	61.5	62.9	57.0	55.1	67.8
Movie (one or more seen in past six months)	54.8	55.5	52.6	57.4	52.2
Newspaper (looked at on one or more of the past seven days)	88.6	90.2	83.4	89.9	87.2
Magazine (one or more read in past four weeks)	68.5	71.2	59.9	66.1	70.7
Book (one or more read in past six months)	66.3	69.5	56.4	60.0	72.4

	Age						
	15-17	18-24	25-34	35-44	45-54	55-64	65 and over
Total respondents	241	538	573	504	449	335	318
	%	%	%	%	%	%	%
Television (watched on each of past seven days)	78.7	70.9	72.8	67.3	75.2	75.9	81.8
Radio (listened to for one hour or more per day)	58.3	64.3	62.6	57.1	59.8	62.3	65.0
Movie (one or more seen in past six months)	84.3	84.7	70.5	52.0	38.2	25.1	16.2
Newspaper (one or more looked at in past seven days)	83.0	85.2	88.7	85.6	88.7	94.1	87.5
Magazine (one or more read in past four weeks)	79.7	75.7	69.8	67.1	60.5	66.3	58.7
Book (one or more read in past six months)	83.4	72.1	68.6	64.9	77.2	57.6	57.8

TABLE 2 (CONTINUED)

	Education			Occupation		
	No Secondary	Some/ Completed Secondary	Post Secondary	White Collar	Blue Collar	Housewife
Total respondents	535	1777	691	663	816	808
	%	%	%	%	%	%
Television (watched on each of past seven days)	77.6	76.2	62.8	60.8	75.7	79.1
Radio (listened to for one hour or more per day)	60.5	62.6	59.6	54.3	56.6	72.0
Movie (one or more seen in past six months)	23.7	59.4	66.4	67.6	56.9	43.4
Newspaper (looked at on one or more of the past seven days)	79.9	88.7	95.5	94.2	87.8	85.7
Magazine (one or more read in past four weeks)	47.1	69.2	83.9	78.0	61.2	65.2
Book (one or more read in past six months)	39.0	67.3	85.0	78.1	52.3	64.1

	Household Income				Population Density		
	Under $5,000	$5,000 to $9,999	$10,000 to $19,999	$20,000 and over	500,000 and over	100,000 to 499,999	99,999 and under
Total respondents	328	646	1194	499	954	477	1628
	%	%	%	%	%	%	%
Television (watched on each of past seven days)	79.5	77.9	73.3	64.6	69.5	70.2	76.8
Radio (listened to for one hour or more per day)	68.9	63.0	60.1	59.3	62.8	62.0	60.6
Movie (one or more seen in past six months)	36.7	48.0	59.3	65.2	60.4	55.9	51.2
Newspaper (one or more looked at in past seven days)	80.9	86.8	90.8	92.5	90.9	91.0	86.4
Magazine (one or more read in past four weeks)	55.1	64.1	70.3	78.7	70.5	72.1	66.2
Book (one or more read in past six months)	58.5	58.5	67.8	75.8	73.8	67.4	61.6

TABLE 2 (CONTINUED)

	Region				
	Atlantic	Quebec	Ontario	Prairies	British Columbia
Total respondents	296	855	1097	503	309
	%	%	%	%	%
Television (watched on each of past seven days)	81.1	71.6	70.4	76.3	75.7
Radio (listened to for one hour or more per day)	63.6	59.1	62.1	63.6	60.7
Movie (one or more seen in past six months)	51.0	57.0	53.9	55.1	55.3
Newspaper (looked at on one or more of the past seven days)	83.8	85.7	90.8	89.1	92.0
Magazine (one or more read in past four weeks)	63.5	63.6	71.1	69.6	76.0
Book (one or more read in past six months)	59.4	60.4	68.8	54.8	83.2

TABLE 2 (CONTINUED)

	Multiplicity of Alternative Media Usage				
	Very Narrow Range	Narrow Range	Medium Range	Broad Range	Very Broad Range
Total respondents	352	635	837	783	452
	%	%	%	%	%
Television (watched on each of past seven days)	81.4	78.5	72.9	70.4	65.7
Radio (listened to for one hour or more per day)	32.5	54.8	61.8	70.6	77.2
Movie (one or more seen in past six months)	21.1	33.9	51.8	63.9	100.0
Newspaper (looked at on one or more of the past seven days)	54.4	86.2	91.3	96.3	100.0
Magazine (one or more read in past four weeks)	24.3	42.7	68.0	91.4	100.0
Book (one or more read in past six months)	16.7	39.7	68.1	88.8	100.0

	Intensity of Alternative Media Usage				
	Minimal Exposure	Moderate Exposure	Average Exposure	Heavy Exposure	Very Heavy Exposure
Total respondents	442	859	726	524	508
	%	%	%	%	%
Television (watched on each of past seven days)	81.2	77.6	70.6	71.5	65.0
Radio (listened to for one hour or more per day)	41.3	58.7	64.9	67.1	73.1
Movie (one or more seen in past six months)	24.9	42.3	59.4	65.9	83.8
Newspaper (one or more looked at in past seven days)	59.2	90.1	91.8	96.9	98.4
Magazine (one or more read in past four weeks)	25.4	56.6	77.1	86.6	94.9
Book (one or more read in past six months)	18.9	46.0	79.2	91.2	97.7

III. Usage of Television and Other Media Within Specific Contexts

This section reviews preference levels for television relative to preference levels for alternative media again, but this time within the following four specific contexts:

- when wanting to relax
- when wanting to be entertained
- when wanting to be informed about what is happening in the world
- when having nothing else to do

Within each context, preference may be expressed for none, one, or several different media. The proportion of Canadians choosing each medium within each given context is summarized in Table 3.

TABLE 3

OVERALL MEDIA PREFERENCE WITHIN DIFFERENT CONTEXTS

	Want To Relax	Want To Be Entertained	Want News	Nothing Else To Do
Total respondents	3059	3059	3059	3059
	%	%	%	%
Television	48.4	46.2	40.0	39.8
Radio	15.0	9.9	22.0	10.0
Movie	1.6	18.2	0.2	1.8
Newspaper/magazine	7.8	3.1	37.1	9.1
Read	20.2	7.8	4.3	18.5
Average number of preferences	0.93	0.85	1.04	0.79

A tremendous reliance is placed on television regardless of the precipitating context. Almost half of all media mentions are directed to television. Conversely, preferences toward alternative media are much more context sensitive. Radio is primarily chosen in the contexts of relaxation or when seeking news; movies in an entertainment context; newspapers and magazines when seeking news; and reading when relaxing or when there is nothing else to do.

The greatest total number of media preference mentions occur within the context of wanting to be informed about what is happening in the world; almost as many media mentions for relaxing; fewer for entertainment; and the least number when having nothing else to do. This response differential reflects the relative effectiveness of media generally to address each of the four contexts. For example, the context of wanting to be informed about what is happening in the world readily lends itself to solution through the use of various media. This is evidenced by it having the highest average number of mentions, so high in fact that some individuals chose more than one media.

Within each context consideration must be given to the importance of television relative to alternative media. In the context of wanting news, alternative media are preferred to television in a ratio of three to two. Yet for each of the other three contexts, television is preferred to alternative media in a ratio that betters one to one.

When seeking news, preference for television is almost equalled

by preference for newspapers and magazines. Radio, although only preferred about one quarter as often as these media, is considered to be a secondary media since it is preferred significantly more often than are any of the other remaining media. When wanting to relax, reading and radio are the secondary media preferred. When wanting to be entertained, movies are a secondary medium, and radio along with reading are of tertiary preference. When having nothing else to do, reading is of secondary preference and a tertiary preference is shared between radio, newspapers, and magazines.

This analysis now focuses on demographic differences in media preference across the four different contexts. Important relationships are presented in the ensuing paragraphs and detailed tabular data follows in Table 4.

A fundamental difference in media usage occurs according to language spoken. English speaking Canadians rely much more heavily on the entertainment function of the television medium than do French speaking Canadians. At the same time, English speaking Canadians are considerably less likely to utilize television as an informational medium than are French speaking Canadians. This in turn affects the importance of television relative to other media within these contexts, particularly among those who speak French. When seeking news, their heightened preference for television is amplified by a much lower usage of radio and, to a lesser extent, printed media. Similarly their reduced preference for television when wanting to be entertained is compounded by increased utilization of movies and printed media.

The media preference differences according to context among French speaking Canadians is of sufficient weight to impact on a regional basis as well. Contrary to the national trend, Quebec residents in general appear to utilize television as an informational medium more so than as an entertainment medium. The reverse trend is most noticeable in the Prairies, Ontario, and particularly in the Atlantic region where television is most heavily relied upon in the contexts of wanting to relax or be entertained and having nothing else to do. Within the context of seeking news, media preferences in the Atlantic region are somewhat atypical. Here television and radio can be identified as media of primary importance and newspapers and magazines are secondary whereas nationally, television, newspapers, and magazines are primary media, and radio is of secondary importance when seeking news. No noteworthy context differences occur according to population density.

Dividing the population by sex, it is apparent that in the context of wanting to relax, males show greater preference towards using television than do females. Females instead show a considerable preference towards reading, and in the case of housewives, this is accompanied by a reduced preference towards radio. The earlier finding that housewives require accessible media is further substantiated by how seldom they use movies when wanting to be entertained.

Several media preference differences between contexts occur according to age. As age increases so does the use of radio as an informational medium, but its usage as a medium for relaxation decreases. The 15 to 24

year olds rely heavily on radio as well as on television when wanting to relax, but they underutilize printed media. When wanting to be entertained, the 15 to 34 year olds less often prefer television and rely on radio and, even more so, on movies instead. The 15 to 17 year olds least often use television as an informative medium, preferring newspapers and magazines twice as often, and preferring still other media equally to television. Among those 65 years old and over, when seeking news television assumes proportionately more importance because of their considerably reduced usage of newspapers and magazines. The inaccessibility of the movie medium to this age group is most apparent within the context of wanting to be entertained.

Within the interrelated areas of education, occupation, and income, no noteworthy media preference differences occur between contexts. However, the previously noted lack of interest shown towards movies by lesser educated individuals is strongly substantiated within the context of wanting to be entertained.

In terms of multiplicity of alternative media usage, and intensity of alternative media usage, two major effects occur between contexts. Although usage of the television medium per se decreases as multiplicity and intensity of alternative media usage increase, this trend is accentuated within the context of seeking news. Within this context, individuals who are exposed to fewer media tend to be much more reliant upon television than are those who have a broader media exposure. Within the context of wanting to relax, radio usage also increases disproportionately as multiplicity and intensity of alternative media usage increase.

TABLE 4

PREFERENCE FOR VARIOUS MEDIA WITHIN DIFFERENT CONTEXTS

	Total Canadians	Language		Sex	
		English	French	Male	Female
Total respondents	3059	2324	735	1516	1543
	%	%	%	%	%
When wanting to relax:					
Television	48.4	47.6	51.0	51.5	45.3
Radio	15.0	15.2	14.3	14.6	15.5
Movie	1.6	1.3	2.5	1.5	1.6
Newspaper/magazine	7.8	7.7	8.3	9.5	6.2
Read	20.2	21.5	16.1	16.1	24.3
When wanting to be entertained:					
Television	46.2	49.4	34.5	45.5	47.0
Radio	9.9	10.1	9.3	11.0	8.8
Movie	18.2	17.1	21.6	19.1	17.2
Newspaper/magazine	3.1	3.0	3.5	3.8	2.4
Read	7.8	7.0	10.1	5.4	10.0
When wanting to be informed about what is happening in the world:					
Television	40.0	36.1	52.5	40.8	39.3
Radio	22.0	24.6	13.9	20.3	23.6
Movie	0.2	0.2	0.2	0.2	0.2
Newspaper/magazine	37.1	38.5	32.7	37.6	36.6
Read	4.3	4.7	3.2	4.5	4.1
When having nothing else to do:					
Television	39.8	39.4	41.4	41.7	38.0
Radio	10.0	9.4	12.0	10.2	9.8
Movie	1.8	1.4	3.0	2.1	1.5
Newspaper/magazine	9.1	9.3	8.5	10.9	7.3
Read	18.5	20.0	13.7	15.6	21.2

TABLE 4 (CONTINUED)

	Age						
	15-17	18-24	25-34	35-44	45-54	55-64	65 and over
Total respondents	241	538	573	504	449	335	318
	%	%	%	%	%	%	%
When wanting to relax:							
Television	50.9	48.4	50.7	48.4	46.9	46.5	49.4
Radio	26.9	20.7	14.5	11.7	12.7	10.4	12.6
Movie	3.5	1.6	2.2	2.3	0.2	0.7	0.7
Newspaper/magazine	1.4	3.6	7.1	11.3	11.7	10.3	7.8
Read	10.8	17.5	20.6	20.7	17.8	25.9	23.2
When wanting to be entertained:							
Television	42.7	37.1	41.7	46.5	53.8	48.3	57.4
Radio	12.7	10.3	10.1	8.0	9.3	10.1	10.9
Movie	25.4	33.9	25.2	16.8	7.3	7.9	3.9
Newspaper/magazine	0.6	1.8	2.3	3.7	5.0	5.6	2.4
Read	7.9	4.2	7.5	8.0	8.3	10.1	10.1
When wanting to be informed about what is happening in the world:							
Television	26.6	41.9	39.2	43.0	40.3	42.3	43.0
Radio	16.5	18.6	20.1	20.7	28.4	24.2	26.2
Movie	0.7	0.2	-	0.5	-	0.2	-
Newspaper/magazine	51.3	38.7	38.0	37.6	32.1	35.0	27.3
Read	4.2	4.1	4.9	3.9	4.4	4.1	5.2
When having nothing else to do:							
Television	42.7	46.3	43.6	38.6	38.8	37.0	29.3
Radio	13.8	11.7	9.0	7.8	8.9	10.2	11.7
Movie	3.5	1.7	1.1	2.4	2.3	0.3	0.9
Newspaper/magazine	10.1	9.0	9.4	10.2	8.6	9.0	8.0
Read	14.1	18.0	17.1	17.5	19.1	23.7	16.0

TABLE 4 (CONTINUED)

	Education			Occupation		
	No Secondary	Some/ Completed Secondary	Post Secondary	White Collar	Blue Collar	Housewife
Total respondents	535	1777	691	663	816	808
	%	%	%	%	%	%
When wanting to relax:						
Television	51.7	49.2	44.1	46.2	54.6	47.4
Radio	12.8	15.7	14.8	13.4	14.5	10.6
Movie	0.6	1.5	2.7	2.0	1.0	1.2
Newspaper/magazine	10.8	6.8	8.1	8.5	10.1	7.5
Read	13.0	19.2	28.2	24.1	14.7	24.4
When wanting to be entertained:						
Television	55.3	46.6	38.6	39.1	50.1	48.7
Radio	10.6	9.7	9.8	10.3	8.8	9.5
Movie	3.9	20.3	24.2	21.5	20.4	11.5
Newspaper/magazine	2.9	2.8	3.6	4.9	2.5	3.1
Read	6.9	7.2	9.8	8.5	3.9	10.3
When wanting to be informed about what is happening in the world:						
Television	45.0	40.2	35.8	32.8	45.0	43.7
Radio	28.7	21.5	18.4	20.7	22.2	25.0
Movie	-	0.4	-	0.3	-	0.2
Newspaper/magazine	24.4	37.7	44.6	44.7	34.3	31.7
Read	3.1	3.9	6.4	7.1	3.5	2.7
When having nothing else to do:						
Television	39.2	40.3	39.4	38.6	43.7	37.5
Radio	11.2	10.2	8.3	9.0	10.3	8.7
Movie	0.2	2.2	2.0	2.4	1.7	1.3
Newspaper/magazine	8.1	9.0	9.5	8.3	10.6	7.7
Read	12.0	17.5	25.8	26.2	13.2	19.6

TABLE 4 (CONTINUED)

	Household Income				Population Density		
	Under $5,000	$5,000 to $9,999	$10,000 to $19,999	$20,000 and over	500,000 and over	100,000 to 499,999	99,999 and under
Total respondents	328	646	1194	499	954	477	1628
	%	%	%	%	%	%	%
When wanting to relax:							
Television	51.4	48.0	50.0	44.9	45.0	46.8	50.8
Radio	15.2	15.4	15.8	14.0	17.1	15.0	13.8
Movie	1.6	1.5	1.3	2.2	1.8	2.1	1.4
Newspaper/magazine	5.7	7.8	7.0	11.2	7.8	8.9	7.6
Read	18.1	18.1	20.1	23.7	22.1	21.1	18.9
When wanting to be entertained:							
Television	49.4	49.3	45.7	42.6	39.9	43.7	50.7
Radio	13.1	12.1	9.2	8.0	10.6	10.5	9.3
Movie	13.3	17.8	20.0	18.0	20.8	20.3	16.0
Newspaper/magazine	2.9	1.8	3.0	3.6	4.0	3.0	2.6
Read	9.4	6.6	7.7	7.9	8.1	7.5	7.6
When wanting to be informed about what is happening in the world:							
Television	42.7	44.0	40.3	31.4	36.8	35.7	43.1
Radio	31.0	26.3	20.8	14.7	19.3	21.2	23.8
Movie	-	0.2	0.2	0.2	0.2	0.3	0.2
Newspaper/magazine	27.1	29.6	39.6	50.0	42.2	44.8	31.9
Read	4.2	3.3	4.3	6.0	4.7	2.8	2.5
When having nothing else to do:							
Television	35.1	41.8	39.8	41.4	40.4	35.8	40.7
Radio	14.1	10.1	8.9	8.6	11.2	7.8	9.9
Movie	0.5	0.6	2.6	2.3	2.3	1.7	1.5
Newspaper/magazine	9.5	7.7	9.8	9.3	8.2	13.2	8.4
Read	15.6	15.4	19.4	21.1	19.7	18.7	17.6

TABLE 4 (CONTINUED)

	Region				
	Atlantic	Quebec	Ontario	Prairies	British Columbia
Total respondents	296	855	1097	503	309
	%	%	%	%	%
When wanting to relax:					
Television	59.8	49.3	46.6	46.1	46.0
Radio	16.2	15.1	17.2	10.9	12.7
Movie	1.4	2.7	1.2	1.0	0.9
Newspaper/magazine	8.9	8.3	7.6	7.4	7.3
Read	16.9	17.6	20.0	23.5	26.1
When wanting to be entertained:					
Television	63.5	34.3	50.8	46.3	46.5
Radio	13.2	9.3	10.8	9.0	6.9
Movie	11.2	23.3	16.7	15.3	20.3
Newspaper/magazine	1.7	3.5	3.7	2.4	2.2
Read	4.7	9.7	6.4	8.2	9.5
When wanting to be informed about what is happening in the world:					
Television	39.9	50.4	34.3	34.0	41.3
Radio	34.8	14.1	21.3	28.8	22.8
Movie	0.7	0.2	0.2	0.2	-
Newspaper/magazine	24.3	34.5	42.6	37.8	36.5
Read	7.1	3.7	4.4	2.4	6.0
When having nothing else to do:					
Television	47.6	42.4	35.5	39.0	42.4
Radio	9.8	11.8	9.3	8.4	10.0
Movie	0.7	3.2	1.2	1.6	1.3
Newspaper/magazine	6.1	8.1	10.5	12.1	4.9
Read	20.3	15.6	18.7	19.7	21.8

TABLE 4 (CONTINUED)

	Multiplicity of Alternative Media Usage				
	Very Narrow Range	Narrow Range	Medium Range	Broad Range	Very Broad Range
Total respondents	352	635	837	783	452
	%	%	%	%	%
When wanting to relax:					
Television	61.4	50.7	51.2	42.6	39.9
Radio	9.7	11.9	13.8	17.7	21.1
Movie	0.2	1.3	1.7	2.2	1.8
Newspaper/magazine	7.0	10.2	6.8	6.8	8.7
Read	5.6	15.6	20.6	26.9	25.8
When wanting to be entertained:					
Television	55.8	52.5	47.9	42.2	33.6
Radio	11.0	9.2	10.0	9.8	10.2
Movie	5.7	10.2	15.5	22.4	36.6
Newspaper/magazine	1.5	3.7	3.1	3.7	2.4
Read	4.3	6.7	7.9	9.1	9.5
When wanting to be informed about what is happening in the world:					
Television	60.8	45.1	42.5	33.1	24.2
Radio	21.0	23.9	21.5	21.6	21.5
Movie	-	0.3	0.5	-	-
Newspaper/magazine	15.9	30.2	36.4	44.6	51.7
Read	1.3	4.3	3.7	4.3	7.7
When having nothing else to do:					
Television	46.2	43.3	38.8	36.8	37.2
Radio	10.1	11.6	8.3	10.8	9.3
Movie	0.8	1.0	1.2	2.1	4.0
Newspaper/magazine	4.4	8.5	10.7	9.2	10.5
Read	4.1	14.3	30.3	34.1	17.2

TABLE 4 (CONTINUED)

	Intensity of Alternative Media Usage				
	Minimal Exposure	Moderate Exposure	Average Exposure	Heavy Exposure	Very Heavy Exposure
Total respondents	442	859	726	524	508
	%	%	%	%	%
When wanting to relax:					
Television	62.7	53.6	47.2	40.1	37.4
Radio	12.5	12.8	13.8	19.1	18.5
Movie	0.3	1.3	1.5	2.1	2.7
Newspaper/magazine	5.5	10.5	9.1	6.8	4.5
Read	6.8	11.6	23.5	28.0	33.8
When wanting to be entertained:					
Television	58.8	49.4	49.6	38.9	32.7
Radio	10.5	9.3	10.7	10.1	9.1
Movie	5.4	13.9	17.1	22.3	33.6
Newspaper/magazine	2.2	2.6	3.2	4.7	3.1
Read	2.8	5.6	7.8	9.8	13.6
When wanting to be informed about what is happening in the world:					
Television	61.5	41.9	39.9	31.2	27.4
Radio	21.7	22.3	23.3	21.7	20.3
Movie		0.3	0.4	0.2	-
Newspaper/magazine	15.3	34.0	37.5	47.0	50.7
Read	1.5	3.5	4.0	5.0	7.8
When having nothing else to do:					
Television	49.5	39.8	41.2	35.4	34.0
Radio	10.5	12.6	8.2	7.9	9.8
Movie	0.8	0.7	2.4	1.8	3.4
Newspaper/magazine	4.7	11.0	10.3	8.9	8.2
Read	5.4	13.7	21.5	24.4	27.4

IV. Television Ownership and Viewing Behaviour

In this section the analysis shifts from television usage levels to actual television ownership and viewing behaviour. The presence of television in households, the number of sets, whether they are black and white or colour, their location in the home, and antenna connections are examined first. In light of this information estimated number of minutes of commercials and preferred types of programs are then examined.

Television is present in 99.2% of all households nationally, and is marginally more often present in lower income households rather than in higher income households. Also, 61.5% of all households have only one television set, 37.5% have two, and three or more sets are present in only 0.2% of Canadian households. A strong positive correlation exists between household income and multiple television ownership within households.

TABLE 5A

TELEVISION OWNERSHIP

		Household Income			
	Total Canadians	Under $5,000	$5,000 to $9,999	$10,000 to $19,999	$20,000 and over
Total respondents	3059	328	646	1194	499
	%	%	%	%	%
Without television in household	0.8	1.7	1.3	0.3	0.8
With television in household	99.2	98.3	98.7	99.7	99.2
One set	61.5	75.5	71.5	59.1	48.2
Two sets	37.5	24.5	28.4	40.7	51.6
Three or more sets	0.2	-	0.1	0.2	0.2

It was previously determined that as education, occupation, and income levels increase, television becomes a relatively less important medium. Income is also related to the number of televisions present in the home, and thus it is to be expected that multiple set ownership is not precipitated by increased amounts of television being viewed.

TABLE 5B

TELEVISION OWNERSHIP BY NUMBER OF HOURS TELEVISION IS WATCHED

	Viewing Hours Per Week		
	14 hours or under	15 - 40 hours	Over 40 hours
Total respondents with television in household	587	865	429
	%	%	%
One set	62.4	61.2	63.1
Two sets	37.5	38.7	36.6
Three or more sets	0.1	0.1	0.2

It was previously determined that as multiplicity and intensity of alternative media usage increase, levels of income, education, and occupation also increase. Since income is also related to the number of televisions present in the household, it is only relational and not causal that those individuals with a greater overall exposure to alternative media also tend more often to own two televisions than do those individuals with a more limited media exposure.

TABLE 5C

TELEVISION OWNERSHIP BY MULTIPLICITY AND INTENSITY OF ALTERNATIVE MEDIA USAGE

	Multiplicity of Alternative Media Usage				
	Very Narrow Range	Narrow Range	Medium Range	Broad Range	Very Broad Range
Total respondents	349	634	833	772	446
	%	%	%	%	%
Without television in household	0.8	0.1	0.5	1.5	1.4
With television in household	99.2	99.9	99.5	98.5	98.6
One set	69.2	62.1	64.0	59.4	57.1
Two sets	30.8	37.9	35.6	40.5	42.9
Three or more sets	-	-	0.4	0.1	-

	Intensity of Alternative Media Usage				
	Minimal Exposure	Moderate Exposure	Average Exposure	Heavy Exposure	Very Heavy Exposure
Total respondents	442	859	726	524	508
	%	%	%	%	%
Without television in household	0.6	0.3	1.0	0.8	1.6
With television in household	99.4	99.7	99.0	99.2	98.4
One set	68.2	61.3	64.2	58.6	58.2
Two sets	31.8	38.2	35.8	41.4	41.8
Three or more sets	-	0.5	-	-	-

An examination of where televisions are located in single and multiple television households shows that although almost four out of every five television households have a set in the livingroom, the multiple set households have second sets in other heavily used parts of the house.

TABLE 6A

LOCATION OF TELEVISION IN HOUSEHOLD

	Total Canadians	Single Television Household	Multi-Television Household
Total respondents with television in household	3034	1881	1152
	%	%	%
Livingroom	79.0	80.0	77.3
Den/recreation room	22.9	11.2	42.1
Master bedroom	13.8	1.6	33.7
Other bedroom	10.9	0.5	28.0
Kitchen	9.1	3.4	18.5

Approximately three fifths of Canadian homes with television have colour sets while the remainder are limited to black and white sets only. However, among single television households only half have colour television whereas among multitelevision households over three quarters have at least one colour television. Particularly since over two thirds of the multi-television households have both a black and white set and colour set, it would appear that for many Canadian households, the acquisition of a second set marks the introduction of colour television into the household.

TABLE 63

TYPE OF TELEVISION

	Total Canadians	Single Television Household	Multi-Television Household
Total respondents with television in household	3034	1881	1152
	%	%	%
Black and white only	39.3	49.1	23.2
Colour only	34.5	50.7	8.1
Both	25.8	...	67.9

It would appear that multiple television set ownership is a function of the perceived importance of both viewing location convenience and transition to colour television. Since these incremental benefits are not large, the purchase of an additional set more frequently occurs among those with greater disposable income.

Similarly, the complexity and cost of the antenna connection increases as income rises, again despite no increase in time being spent watching television.

TABLE 7A

TELEVISION ANTENNA CONNECTIONS

	Total Canadians	Household Income: Under $5,000	$5,000 to $9,999	$10,000 to $19,999	$20,000 and over
Total respondents with television in household	3034	322	637	1190	495
	%	%	%	%	%
Cable company service	41.9	29.1	37.1	44.2	51.6
Without converter	29.7	19.6	27.8	30.7	37.0
With converter	11.8	9.0	9.1	12.9	14.3
Outdoor antenna	34.1	35.5	38.5	34.4	29.0
Indoor antenna	24.4	33.3	24.3	22.8	19.3
Nothing	1.7	2.2	2.3	1.1	1.1

TABLE 7B

TELEVISION ANTENNA CONNECTIONS BY NUMBER OF HOURS TELEVISION IS WATCHED

	Viewing Hours Per Week: 14 hours or under	15-40 hours	Over 40 hours
Total respondents with television in household	940	1414	680
	%	%	%
Cable company service	41.2	43.3	39.7
Without converter	31.8	30.3	25.6
With converter	9.3	12.5	14.0
Outdoor antenna	32.6	34.5	35.3
Indoor antenna	24.8	22.9	26.8
Nothing	2.3	1.4	1.4

Canadians were asked how many minutes of each hour of television are taken up with commercials. The average of all estimates was 15.8 minutes, however estimate differences occurred across several demographics. French speaking Canadians' estimates were somewhat higher than those of English speaking Canadians. Stronger differences occur by sex, with females and particularly housewives tending to strongly overestimate commercial time. Higher educated individuals and white collar workers provided slightly lower than average estimates with less overall variability than was present within other groups.

TABLE 8

PERCEIVED NUMBER OF MINUTES OF COMMERCIALS PER HOUR OF TELEVISION

	Total Canadians	Language		Sex	
		English	French	Male	Female
Total respondents with television in household	3034	2302	732	1505	1528
	%	%	%	%	%
Under 10 minutes	8.3	8.8	6.9	9.5	7.2
10-12 minutes	21.8	22.0	21.1	24.2	19.4
13-16 minutes	34.8	34.9	34.4	34.1	35.5
17-20 minutes	21.3	21.3	21.4	20.5	22.2
Over 20 minutes	10.9	10.3	19.9	9.3	12.5

	Education			Occupation		
	No Secondary	Some/ Completed Secondary	Post Secondary	White Collar	Blue Collar	House-wife
Total respondents with television in household	529	1767	682	658	810	804
	%	%	%	%	%	%
Under 10 minutes	10.2	7.0	10.3	9.2	7.0	7.3
10-12 minutes	17.1	22.5	23.8	25.6	23.7	16.8
13-16 minutes	32.8	34.8	37.3	35.4	33.2	34.6
17-20 minutes	21.7	22.0	19.3	19.8	21.4	25.0
Over 20 minutes	14.3	11.5	6.1	6.4	13.1	13.6

TABLE 9

PROGRAM PREFERENCES

Type Of Program Favoured	
Total respondents with television in household	3034
	%
Comedy	17.7
Police/detective show	12.2
Serial/soap opera	10.0
Sports	8.8
Movie	7.4
Musical variety	6.6
News	6.5
Documentary	4.4
Quiz/audience participation	3.5
Doctor/hospital	3.1
Drama/play	3.0
Public affairs program	2.9
Talk show	1.9
Suspense/mystery	1.8
Western	1.5
Science fiction show	1.5
Cartoon/children's show	1.0
Consumer program	0.8
Average number of mentions	1.0

All Types Of Programs Watched In Past Four Weeks	
Total respondents with television in household	3034
	%
News	88.3
Movie	82.2
Comedy	75.9
Police/detective show	71.4
Musical variety	63.3
Sports	57.2
Suspense/mystery	55.2
Documentary	54.6
Doctor/hospital	53.4
Quiz/audience participation	53.1
Public affairs program	52.7
Consumer program	46.6
Serial/soap opera	40.2
Western	40.1
Talk show	38.7
Drama/play	38.2
Cartoon/children's show	35.4
Science fiction show	34.2
Average number of mentions	9.8

Program preferences are examined in two ways. The first is based on a limited number of choices of favourite types of television programs. An overall measure of type of program favoured is constructed by summing the number of mentions for each type of program across the three choices for each individual, and then adjusting these frequencies to a single choice base. The second indicates all types of programs watched in the past four weeks. This measure indicates the breadth of appeal of each type of program, and the overall number of different types of programs that individuals watch.

Informational programs such as news, documentaries, and consumer and public affairs programs are favoured less than one fifth as often as are entertainment programs. Similarly, mentions of watching informational programs in the past four weeks occur only about one third as often as do mentions for entertainment programs. Several types of television programs are ranked considerably more or less favourably according to preference versus breadth of appeal. For example, news is most favoured by only a small portion of all people, but because of its general appeal, it is watched by more Canadians than is any other type of program. Similarly, movies attract the second highest viewership, even though they are seldom considered to be a favourite program type. Conversely, serials and soap operas have a low overall viewership relative to the high proportion of people favouring this type of program. This is indicative of a highly loyal specialty viewership.

Program preferences also vary markedly between various subgroups of the Canadian population. Comedy programs followed by police and detective shows are most often favoured among English speaking Canadians whereas those speaking French most often prefer serials and soap operas followed by movies. The greater interest which those who speak French also show towards informational programming reflects their proportionately greater reliance upon the television medium generally in the context of wanting to be informed. According to sex, a strong interest is shown towards sports programs by males but not by females. Similarly, serials and soap operas are highly preferred by females, but not by males. As age increases, interest declines in comedy shows and to a lesser extent declines in police and detective shows. Interest shifts instead to musical variety, quiz, and audience participation shows and news. Those of higher socioeconomic status tend to primarily favour comedy, police and detective shows, and sports programs whereas those of lower socioeconomic status tend to often prefer serials, soap operas, and musical variety programs as well. Also, those with higher education, occupation, and income levels somewhat more often prefer informational programming than do those of lower socioeconomic status. Canadians who watch proportionately more television also more often watch serials, soap operas, and police detective shows, and less often watch informational programs.

TABLE 10A

FAVOURITE TELEVISION PROGRAM TYPE

(Averaged Across First Three Mentions)

	Total Canadians	Language		Sex	
		English	French	Male	Female
Total respondents with television in household	3034	2302	732	1505	1528
	%	%	%	%	%
Public affairs program	2.9	1.8	6.5	2.8	3.0
Comedy	17.7	21.6	5.7	17.2	18.3
Musical variety	6.6	6.6	6.7	5.9	7.4
Serial/soap opera	10.0	6.3	21.6	5.0	15.6
Police/detective show	12.2	14.3	5.5	14.0	10.5
Quiz/audience participation	3.5	4.0	1.9	2.8	4.2
Western	1.5	1.5	1.6	2.0	1.0
News	6.5	5.8	8.8	7.8	5.2
Movie	7.4	6.4	10.3	8.3	6.4
Documentary	4.4	3.7	6.6	4.6	4.2
Talk show	1.9	1.9	1.7	1.7	2.0
Sports	8.8	8.6	9.6	15.0	2.7
Drama/play	3.0	3.4	1.6	2.0	3.9
Suspense/mystery	1.8	1.9	1.6	1.7	2.0
Doctor/hospital	3.1	2.8	3.9	1.1	5.0
Consumer program	0.8	0.6	1.3	0.6	0.9
Cartoon/children's show	1.0	1.1	0.8	1.0	1.0
Science fiction show	1.5	1.4	1.7	2.2	0.8

TABLE 10A (CONTINUED)

	Age						
	15-17	18-24	25-34	35-44	45-54	55-64	65 and over
Total respondents with television in household	239	529	571	503	445	332	315
	%	%	%	%	%	%	%
Public affairs program	1.4	2.6	3.7	3.6	1.6	3.2	3.5
Comedy	29.5	21.9	17.6	15.8	16.5	13.8	11.2
Musical variety	4.6	3.6	4.2	7.0	7.2	9.6	13.3
Serial/soap opera	11.4	10.6	10.7	9.1	9.4	8.8	11.1
Police/detective show	15.6	18.8	14.1	10.2	8.6	8.3	7.4
Quiz/audience participation	2.2	1.2	2.0	3.4	4.3	5.7	7.2
Western	1.3	1.2	1.8	1.6	1.5	2.0	1.5
News	1.0	3.5	5.3	7.0	8.3	10.7	9.1
Movie	7.0	8.6	8.5	9.2	5.8	6.2	4.8
Documentary	0.8	3.4	4.5	5.8	5.9	4.5	4.2
Talk show	0.9	1.8	1.7	1.7	3.0	1.8	2.0
Sports	7.2	6.2	8.1	9.7	11.7	10.3	9.3
Drama/play	2.3	3.4	2.7	2.8	2.7	3.5	2.6
Suspense/mystery	3.5	2.5	1.8	0.8	2.4	0.7	1.1
Doctor/hospital	2.4	3.3	3.8	3.4	3.4	1.9	2.4
Consumer program	0.2	0.6	1.2	0.8	0.6	1.0	0.5
Cartoon/children's show	1.5	0.7	1.5	1.1	0.5	1.0	0.6
Science fiction show	4.3	2.7	1.7	1.3	0.7	0.2	0.1

TABLE 10A (CONTINUED)

	Education			Occupation		
	No Secondary	Some/ Completed Secondary	Post Secondary	White Collar	Blue Collar	House-wife
Total respondents with television in household	529	1767	682	658	810	804
	%	%	%	%	%	%
Public affairs program	1.9	2.3	5.2	3.7	2.0	3.2
Comedy	12.9	19.0	17.5	19.9	16.7	15.3
Musical variety	11.0	5.9	5.2	4.9	6.4	7.8
Serial/soap opera	16.1	10.0	5.4	4.8	7.5	19.0
Police/detective show	10.7	13.6	10.0	12.1	16.0	9.2
Quiz/audience participation	4.6	3.6	2.3	2.2	3.1	4.9
Western	3.2	1.4	0.8	1.0	2.3	1.2
News	7.1	5.5	8.5	8.3	6.0	5.2
Movie	5.3	7.8	7.6	8.1	8.1	6.0
Documentary	3.0	4.1	6.4	6.3	3.7	3.4
Talk show	2.4	1.4	2.5	1.7	2.0	1.8
Sports	8.5	8.6	10.0	11.0	12.6	2.7
Drama/play	2.0	3.0	3.7	3.2	2.1	3.7
Suspense/mystery	0.9	2.0	2.2	1.7	1.4	2.0
Doctor/hospital	3.3	3.4	1.9	2.6	1.9	5.2
Consumer program	0.4	0.8	1.1	0.8	0.6	1.0
Cartoon/children's show	1.0	1.0	1.1	0.8	1.1	1.1
Science fiction show	1.1	1.5	1.7	0.8	2.0	0.7

TABLE 10A (CONTINUED)

	Household Income			
	Under $5,000	$5,000 to $9,999	$10,000 to $19,999	$20,000 and over
Total respondents with television in household	322	637	1190	495
	%	%	%	%
Public affairs program	2.4	3.1	2.5	4.2
Comedy	15.7	16.2	18.6	19.5
Musical variety	11.4	7.0	5.3	4.9
Serial/soap opera	13.4	10.9	9.9	5.5
Police/detective show	9.6	12.1	12.9	12.3
Quiz/audience participation	4.8	3.9	3.5	1.8
Western	1.2	2.2	1.6	0.4
News	7.9	6.3	6.1	7.4
Movie	6.0	7.7	7.6	8.2
Documentary	2.3	3.8	4.6	5.5
Talk show	1.8	1.5	1.7	2.5
Sports	6.1	8.9	9.5	10.0
Drama/play	3.3	2.9	2.9	3.7
Suspense/mystery	1.3	1.9	1.9	2.2
Doctor/hospital	3.3	3.7	3.0	2.3
Consumer program	0.6	0.5	0.9	0.6
Cartoon/children's show	1.1	1.0	1.1	0.8
Science fiction show	1.5	1.6	1.4	1.6

TABLE 10A (CONTINUED)

	Population Density			Viewing Hours		
	500,000 and over	100,000 to 499,999	99,999 and under	14 hours or under	15-40 hours	Over 40 hours
Total respondents with television in household	947	472	1615	940	1414	680
	%	%	%	%	%	%
Public affairs program	2.8	3.2	2.9	3.9	2.6	2.3
Comedy	19.9	16.9	16.7	18.5	18.3	15.6
Musical variety	5.2	7.5	7.2	6.7	6.7	6.4
Serial/soap opera	8.5	7.5	11.6	5.4	10.4	15.4
Police/detective show	12.7	14.0	11.4	8.0	12.8	15.4
Quiz/audience participation	2.5	3.6	4.1	3.0	3.4	4.5
Western	1.0	2.2	1.6	1.2	1.5	2.0
News	6.1	6.4	6.8	9.3	5.6	4.5
Movie	8.1	7.2	6.9	7.0	7.8	7.0
Documentary	5.3	5.4	3.6	5.9	3.9	3.4
Talk show	2.1	0.8	2.0	1.8	1.9	1.8
Sports	7.5	9.5	9.4	8.9	9.5	7.1
Drama/play	2.9	2.6	3.1	3.6	2.6	2.9
Suspense/mystery	2.6	1.9	1.4	1.4	2.0	2.1
Doctor/hospital	3.0	3.2	3.0	2.3	3.3	3.6
Consumer program	0.8	0.9	0.7	1.1	0.7	0.4
Cartoon/children's show	0.8	0.7	1.2	1.0	1.1	0.7
Science fiction show	1.3	1.7	1.5	1.1	1.7	1.6

TABLE 103

TYPES OF TELEVISION PROGRAMS WATCHED IN THE PAST FOUR WEEKS

	Total Canadians	Language		Sex	
		English	French	Male	Female
Total respondents with television in household	3034	2302	732	1505	1528
	%	%	%	%	%
Public affairs program	52.7	52.0	54.7	53.3	52.1
Comedy	75.9	81.5	58.5	75.3	76.6
Musical variety	63.3	64.2	60.3	58.3	68.2
Serial/soap opera	40.2	30.6	70.1	25.6	54.5
Police/detective show	71.4	75.9	57.4	75.4	67.4
Quiz/audience participation	53.1	56.2	43.4	49.1	57.1
Western	40.1	37.8	47.3	46.9	33.4
News	88.3	88.7	87.0	89.7	87.0
Movie	82.2	81.6	84.3	83.0	81.5
Documentary	54.6	53.0	59.8	56.7	52.6
Talk Show	38.7	41.4	30.3	36.6	40.7
Sports	57.2	59.3	50.7	73.3	41.4
Drama/play	38.2	36.4	43.8	32.8	43.5
Suspense/mystery	55.2	58.0	46.3	56.6	53.8
Doctor/hospital	53.4	49.7	65.1	44.4	62.3
Consumer program	46.6	44.2	54.3	45.5	47.7
Cartoon/children's show	35.4	34.7	37.7	34.8	36.1
Science fiction show	34.2	31.1	37.7	41.5	27.0
Average number of types of television programs watched	9.8	9.8	9.9	9.8	9.8

TABLE 108 (CONTINUED)

	Age						
	15-17	18-24	25-34	35-44	45-54	55-64	65 and over
Total respondents with television in household	239	529	571	503	445	332	315
	%	%	%	%	%	%	%
Public affairs program	26.7	40.3	51.4	53.7	62.7	65.0	64.1
Comedy	90.5	84.5	76.4	74.5	70.3	71.0	67.6
Musical variety	64.1	69.4	62.0	58.5	62.5	64.2	65.6
Serial/soap opera	47.6	40.7	42.3	38.3	34.5	41.5	43.9
Police/detective show	87.2	84.9	76.6	65.6	66.5	60.5	55.0
Quiz/audience participation	60.8	53.7	49.9	49.0	53.0	56.5	59.4
Western	49.5	45.4	37.3	38.5	41.4	40.1	34.7
News	71.9	84.4	90.2	91.2	91.0	93.8	90.8
Movie	96.0	92.8	88.7	83.4	75.9	71.5	64.0
Documentary	38.0	51.3	55.8	58.5	61.0	54.7	56.2
Talk show	42.0	42.2	39.3	31.4	39.0	40.4	42.3
Sports	65.0	56.7	55.2	54.8	59.9	57.4	56.4
Drama/play	35.7	34.7	34.7	41.2	37.5	45.1	43.9
Suspense/mystery	73.0	71.6	60.2	50.7	49.4	42.5	37.0
Doctor/hospital	69.3	58.9	54.4	48.4	47.9	52.6	54.1
Consumer program	33.1	38.9	43.9	50.4	53.0	53.7	51.8
Cartoon/children's show	52.0	48.5	50.0	38.0	21.0	17.7	14.5
Science fiction show	61.8	50.9	36.3	30.9	28.3	21.2	13.8
Average number of types of television programs watched	10.6	10.5	10.0	9.6	9.6	9.5	9.2

TABLE 103 (CONTINUED)

	Education			Occupation		
	No Secondary	Some/ Completed Secondary	Post Secondary	White Collar	Blue Collar	House-wife
Total respondents with television in household	529	1767	682	658	810	804
	%	%	%	%	%	%
Public affairs program	52.6	48.3	63.4	59.4	48.0	53.7
Comedy	71.9	77.8	73.9	76.0	75.4	75.1
Musical variety	63.3	65.9	56.5	57.5	63.9	68.4
Serial/soap opera	52.5	40.9	28.6	24.1	31.7	63.0
Police/detective show	67.4	73.4	69.2	74.1	76.8	66.1
Quiz/audience participation	58.7	56.3	40.5	44.0	53.3	60.1
Western	56.1	41.8	22.9	33.4	52.6	37.2
News	91.8	87.8	86.7	89.9	91.0	88.4
Movie	73.8	84.6	82.6	85.6	83.3	80.7
Documentary	46.1	52.0	68.7	62.8	51.6	52.4
Talk show	36.0	41.6	32.5	36.2	37.4	41.5
Sports	55.2	57.2	59.7	59.8	68.3	40.5
Drama/play	37.5	38.4	39.0	36.7	31.5	45.1
Suspense/mystery	50.3	58.6	50.5	54.7	58.5	54.4
Doctor/hospital	64.0	55.7	39.4	43.8	48.8	64.7
Consumer program	52.5	45.9	44.2	42.4	45.4	55.0
Cartoon/children's show	33.7	39.2	27.4	28.6	39.9	38.4
Science fiction show	29.4	38.4	27.3	27.9	47.0	25.1
Average number of types of television programs watched	9.9	10.0	9.1	9.4	10.0	10.1

TABLE 10B (CONTINUED)

	Household Income			
	Under $5,000	$5,000 to $9,999	$10,000 to $19,999	$20,000 and over
Total respondents with television in household	322	637	1190	495
	%	%	%	%
Public affairs program	49.2	56.2	50.6	57.5
Comedy	73.8	76.9	78.9	72.7
Musical variety	60.1	67.7	65.5	57.9
Serial/soap opera	50.2	44.2	38.9	28.4
Police/detective	64.8	70.8	72.8	75.4
Quiz/audience participation	58.0	58.3	52.8	44.9
Western	42.5	47.1	40.4	30.7
News	87.7	91.1	88.3	88.2
Movie	74.7	81.7	85.2	84.7
Documentary	43.0	55.5	55.3	61.0
Talk show	34.6	42.2	37.3	40.5
Sports	46.6	53.8	59.8	64.7
Drama/play	40.6	43.6	35.9	36.4
Suspense/mystery	45.7	54.7	58.0	56.1
Doctor/hospital	59.8	61.4	51.3	46.9
Consumer program	47.1	51.7	45.5	43.7
Cartoon/children's show	30.5	37.6	40.3	29.6
Science fiction show	24.9	35.8	37.8	33.0
Average number of types of television programs watched	9.3	10.3	10.0	9.5

TABLE 10B (CONTINUED)

	Population Density			Viewing Hours		
	500,000 and over	100,000 499,999	99,999 and under	14 hours or under	15-40 hours	Over 40 hours
Total respondents with television in household	947	472	1615	940	1414	680
	%	%	%	%	%	%
Public affairs program	51.3	49.6	54.3	51.4	54.5	50.4
Comedy	76.4	76.9	75.3	68.2	78.6	80.9
Musical variety	58.7	68.2	64.5	53.3	65.5	72.5
Serial/soap opera	36.7	34.4	43.9	23.8	42.6	57.7
Police/detective show	71.7	71.9	71.1	59.0	75.8	79.4
Quiz/audience participation	45.4	55.2	57.0	41.9	55.2	64.3
Western	34.4	34.3	44.6	23.9	44.0	54.3
News	85.7	88.2	89.9	85.8	89.9	88.4
Movie	85.9	79.8	80.8	73.3	85.0	88.9
Documentary	60.4	53.4	51.6	55.6	54.6	53.3
Talk show	37.2	41.4	38.8	29.4	42.9	42.8
Sports	56.3	60.1	57.0	52.2	58.1	62.4
Drama/play	41.6	33.7	37.5	33.6	37.8	45.2
Suspense/mystery	57.3	54.5	54.2	43.3	59.1	63.7
Doctor/hospital	47.3	45.5	59.3	39.8	56.6	65.8
Consumer program	38.2	44.8	52.1	42.8	47.0	51.0
Cartoon/children's show	33.7	33.8	36.9	27.2	36.8	44.0
Science fiction show	31.1	34.3	36.0	23.3	37.0	43.5
Average number of types of television programs watched	9.5	9.6	10.0	8.3	10.2	11.1

PART FOUR

ATTITUDES TOWARDS ADVERTISING

I. Attitudes Of Canadians Towards The Economic Role Of Advertising

The statements which relate primarily to the economic role of advertising are:

Advertising is necessary to our economy.

Advertising helps to raise our standard of living.

Advertising makes products more expensive.

Advertising makes people spend their money on things they don't really need.

The most general item, "advertising is necessary to our economy" provides a measure of how completely advertising is seen as being integral with the Canadian economic system. The perceived benefit of advertising to the national economy is examined through the item "advertising helps to raise our standard of living". This item is also inversely related to other items which impinge upon the national economy, but which are more directly felt by the individual. The items which assess the perceived economic costs are "advertising makes products more expensive" and "advertising makes people spend their money on things they don't really need". The item "advertising makes people spend their money on things they don't really need" can also be interpreted on the level of personal reaction to advertising.

Almost three quarters of all Canadians accept that advertising is necessary to the national economy. However, similar numbers are resigned to the belief that the costs of product advertising are borne by the consumer, and that the consumer is manipulated to spend unnecessarily by advertising. Understandably, attitudes are mixed regarding whether or not advertising raises the standard of living. The three quarters of the population holding an opinion on the issue are equally split between thinking it does or does not.

TABLE 1

ATTITUDES TOWARDS ADVERTISING
(Economic Role of Advertising)

	Agree	Neither Agree nor Disagree	Disagree	Average Level Of Agreement*
	%	%	%	
Advertising is necessary to our economy	73.5	10.4	15.8	3.8
Advertising helps to raise our standard of living	37.5	23.9	38.1	2.9
Advertising makes products more expensive	80.1	10.2	9.3	4.2
Advertising makes people spend their money on things they don't really need	78.2	6.4	14.9	4.0

* Average level of agreement indicates the sentiment of Canadians with respect to each attitudinal statement along a continuum from "disagree completely" (average level of 1.0) to "agree completely" (average level of 5.0). Thus higher average levels indicate greater agreement.

II. Attitudes Of Canadians Towards The Communication Role Of Advertising

Statements which focus primarily on the communication role of advertising are:

> Good products don't have to be advertised very much.
>
> Advertising tells us about new products that are out on the market.
>
> A lot of things that advertisements tell you are new are just the same old things.

The extent to which people agree that marketing communication is necessary at all is measured by the item "good products don't have to be advertised very much". The item "advertising tells us about new products that are out on the market" registers the positive informational value of advertising to individuals albeit this is brought about by the mechanics of the marketing system. Vested interest within this marketing system may create a related disadvantage of which individuals' perceptions should also be measured. This is done through the item "a lot of things that advertisements tell you are new are just the same old things".

A suprisingly high proportion of Canadians, four out of five, believe that advertising is of minimal importance for innately good products. Nonetheless, an even higher proportion, nine out of ten, believe advertising does fullfill a useful role with respect to informing individuals about recently developed products. The high proportion of Canadians found to be holding these somewhat incongruous attitudes can be partially explained by the fact that the majority of those who recognize the informational role of advertising in this latter context also believe that new product advertising must be critically scrutinized. It appears that the majority of Canadians feel that the primary utility of advertising lies in the area of communicating the introduction of bona fide new products. However, this benefit is not viewed simplistically since related attitudes express considerable skepticism regarding even this role of advertising.

TABLE 2

ATTITUDES TOWARDS ADVERTISING
(Communication Role of Advertising)

	Agree	Neither Agree Nor Disagree	Disagree	Average Level Of Agreement
	%	%	%	
Good products don't have to be advertised very much	80.2	5.2	14.4	4.2
Advertising tells us about new products that are out on the market	89.5	5.5	4.6	4.4
A lot of things that advertisements tell you are new are just the same old things	77.2	12.7	9.8	4.0

III. Attitudes Of Canadians Towards The Integrity Of Advertising

The third group of statements shifts from the communicating role of advertising generally, to an assessment of the integrity of these communications. This is done through the following statements:

> I think most people realize that advertisements only tell you about the things that advertisers want you to hear.
>
> You can't believe most of the things they tell you in advertisements.
>
> I don't believe what they say in advertisements where they compare different brands.

The specific informational negative benefit tapped by the last item in the second group of statements has been broadened to measure peoples' understanding of the vested interests that may be present in marketing communications generally. These are registered through the item "I think most people realize that advertisements only tell you about the things that advertisers want you to hear". Having in this way covered potential misrepresentation through incomplete disclosure, misrepresentation through erroneous claims are then covered by the item "you can't believe most of the things they tell you in advertisements". The item "I don't believe what they say in advertisements where they compare different brands" then reviews attitudes towards erroneous claims with respect to one particular type of advertising.

It was previously noted that three quarters of all Canadians believe that products currently in the market place may be misrepresented under the guise of being new ones. More specifically, seven out of eight Canadians recognize that advertisers' interests are protected by only disclosing information favourable to their products, and almost three out of four question the basic truth of advertising claims. Relative to advertising generally, comparative advertising is slightly less often seen in this unfavourable light. Canadians by and large have internalized a basic incredulity towards advertising generally.

TABLE 3

ATTITUDES TOWARDS ADVERTISING
(Integrity Of Advertising)

	Agree	Neither Agree Nor Disagree	Disagree	Average Level Of Agreement
	%	%	%	
I think most people realize that advertisements only tell you about the things that advertisers want you to hear	87.5	6.5	5.7	4.4
You can't believe most of the things they tell you in advertisements	72.6	10.6	16.3	3.9
I don't believe what they say in advertisements where they compare different brands	66.4	14.2	19.1	3.8

IV. Personal Response Of Canadians To Advertising

The fourth group of statements examines individuals' personal reactions to advertising through the following statements:

I often buy products which I see advertised.

Advertising of children's products helps me decide what presents to buy them.

Children are easily influenced by advertising.

I enjoy advertisements where one company tells you why its products is better than its competitors' brands.

Most advertising is an insult to one's intelligence.

The item "I often buy products which I see advertised" measures the perceived relationship between marketing communications and individuals' own purchasing behaviour. The next item, "advertising of children's products helps me decide what presents to buy them" as well as providing a measure of perceived purchase influence, also provides a measure of perceived informational utility. A general measure of the impact of advertising upon children which is thought to exist is obtained through the item "children are easily influenced by advertising". Personal acceptability of comparative advertising and advertising generally is then tapped by the items "I enjoy advertisements where one company tells you why its products is better than its competitors' brands" and "most advertising is an insult to one's intelligence".

The perceived effect of advertising on other individuals is in contrast with the preceived effect of advertising on oneself. Nine out of ten believe that children are easily influenced by advertising and almost eight out of ten feel advertising makes people spend their money on things they do not really need. However, less than one third believe they often buy products which they see advertised, and even fewer believe that advertising affects their purchase of childrens' products. It appears that most Canadians believe the influence of advertising to be quite powerful, but these same individuals generally feel that they personally are not as subject to its influence as are others. In support of this outlook it should be noted that less than one quarter disagree that most advertising is an insult to one's intelligence.

TABLE 4

ATTITUDES TOWARDS ADVERTISING
(Personal Response To Advertising)

	Agree	Neither Agree Nor Disagree	Disagree	Average Level Of Agreement
	%	%	%	
I often buy products which I see advertised	32.8	12.7	54.1	2.6
Advertising of children's products helps me decide what presents to buy them	28.4	14.6	56.3	2.4
Children are easily influenced by advertising	90.1	5.6	3.6	4.6
I enjoy advertisements where one company tells you why its product is better than its competitors' brands	31.3	20.7	47.6	2.7
Most advertising is an insult to one's intelligence	58.9	16.8	23.9	3.6

V. Attitudes Of Subgroups Of The Canadian Population Towards Advertising

This section of the analysis focuses on differences in attitudes towards advertising between various demographic subgroups of the Canadian population. Following the discussion of findings, data is presented in Table 5 for all component items across relevant demographics in the form of average levels of agreement. Higher average levels indicate greater agreement with a given component item statement. The discussion of findings covers all relevant groupings of component items for one demographic break before going on to the next demographic break, except for education, occupation, and household income which are discussed together in view of the marked similarities of attitudes shown across these socioeconomic indicators.

The strongest differentiation in attitudes towards advertising occurs between those speaking each of Canada's two official languages. In summary, it can be stated that English speaking Canadians are consistently more positively disposed towards advertising than are their French speaking counterparts. English speaking individuals not only perceive advertising to play a more important role in the Canadian economy, but are also more inclined to believe advertising helps to raise the standard of living in Canada. As well, they are less inclined to agree that advertising produces financial disadvantages to the consumer, either directly by making products more expensive, or indirectly by causing consumers to spend foolishly. English speaking Canadians also more fully accept the marketing necessity and informational value of advertising, and more often enjoy comparative advertising. All of these attitudinal differences contribute to an expected behavioural result. English speaking Canadians more often

indicate that they purchase products which they see advertised. Nonetheless, one rather incongruous attitudinal difference is also present. English speaking Canadians are marginally more inclined to believe that most advertising is an insult to one's intelligence.

These two language groups hold such clearly differentiated opinions regarding advertising that virtually all regional attitude variation can also be attributed to language. In fact, the only strong consistent regional differences show Quebec residents to generally be more negatively disposed towards advertising than are residents of any other region. The marked similarity in attitudes towards advertising in English speaking Canada only weaken in one small area. The personal response to advertising displayed by Atlantic region residents shows their purchase behaviour to be more influenced by advertising and their impression of advertising is that it is not as insulting.

Less clear cut and less consistent attitudinal differences are observed according to sex. Males are marginally more inclined to view advertising as being necessary and advantageous to the economy, and they also more often recognize the marketing necessity of advertising. However, it is the females who somewhat more often recognize the benefits of advertising regarding informing them about new products that are out on the market. Both males and females have similar attitudes regarding the truthfulness of advertising, but housewives as a group are proportionately more skeptical of the integrity of advertising claims. As well as holding somewhat more accepting attitudes towards impersonal aspects of advertising, males also believe advertising offers several personal benefits. They, more often than females, say that they buy advertised products generally, and find advertising of children's products to be of assistance regarding the purchase of children's

presents. Males also more often enjoy comparative advertising, and more often believe advertising to be less insulting to one's intelligence than do females. However, these differences are all very small, and in fact, the most interesting finding is that both sexes are remarkably similarly disposed towards advertising.

Attitudes towards advertising tend to vary more clearly according to age. The belief that advertising is necessary and beneficial to the economy is slightly stronger among older Canadians. In all other respects though, attitudes towards advertising become more callous as age increases. For example, older Canadians more strongly believe that advertising brings about increased cost to the consumer, that advertising is not necessary to market a good product, and that advertising often misrepresents and misinforms. As age increases Canadians also proportionately less often enjoy comparative advertisements, less often say that they buy advertised products, and more often believe advertising to be an insult to one's intelligence.

Because of the marked similarities in the attitudes towards advertising held by individuals according to their educational, occupational, and household income demography, these areas shall be discussed collectively. No socioeconomic differences appear regarding the economic role of advertising. Similarly, the various socioeconomic levels show equally pronounced incredulity towards advertising. Nonetheless, those of higher socioeconomic status are much more likely to recognize that product advertising is still necessary even for good products, but at the same time are more inclined to agree that most advertising is an insult to one's intelligence.

Those living in centres with a population between 100,000 and 500,000 are somewhat more positively disposed towards advertising than are those living in either the larger centres or the smaller centres, and rural areas. Individuals in medium size centres slightly more often believe that advertising is both necessary and beneficial to the Canadian economy, and they slightly less often perceive advertising to encourage people to spend unnecessarily. Although they share the rather high national level of skepticism towards the integrity of advertising generally, this group is somewhat more trusting of comparative advertising. They also less often hold the attitude that most advertising is an insult to one's intelligence. Although the differences are not large, overall it does appear that those living in medium size centres are somewhat more positively disposed towards advertising generally.

Regional differences in attitudes towards advertising are almost non-existent, as previously discussed, except in Quebec where language is the actual differentiating factor.

TABLE 5

ATTITUDES TOWARDS ADVERTISING

	Total Canadians	Language		Sex	
		English	French	Male	Female
Economic Role of Advertising:					
Advertising is necessary to our economy	3.8	3.9	3.6	3.9	3.8
Advertising helps to raise our standard of living	2.9	3.0	2.7	3.0	2.9
Advertising makes products more expensive	4.2	4.2	4.3	4.2	4.2
Advertising makes people spend their money on things they really don't need	4.0	3.9	4.3	4.0	4.0
Communication Role of Advertising:					
Good products don't have to be advertised very much	4.2	4.1	4.3	4.1	4.2
Advertising tells us about new products that are out on the market	4.4	4.4	4.2	4.3	4.4
A lot of things that advertisements tell you are new are just the same old things	4.0	4.0	4.1	4.0	4.0
Integrity of Advertising:					
I think most people realize that advertisements only tell you about the things that advertisers want you to hear	4.4	4.4	4.3	4.4	4.4
You can't believe most of the things they tell you in advertisements	3.9	3.8	4.1	3.9	4.0
I don't believe what they say in advertisements where they compare different brands	3.8	3.7	4.0	3.8	3.8

TABLE 5 (CONTINUED)

	Total Canadians	Language		Sex	
		English	French	Male	Female
Personal Response to Advertising:					
I often buy products which I see advertised	2.6	2.6	2.5	2.6	2.5
Advertising of children's products helps me decide what presents to buy them	2.4	2.4	2.4	2.5	2.3
Children are easily influenced by advertising	4.6	4.6	4.7	4.5	4.6
I enjoy advertisements where one company tells you why its product is better than its competitor's brands	2.7	2.5	2.3	2.8	2.7
Most advertising is an insult to one's intelligence	3.6	3.6	3.5	3.5	3.7

	Age						
	15-17	18-24	25-34	35-44	45-54	55-64	65 and over
Economic Role of Advertising:							
Advertising is necessary to our economy	3.7	3.9	3.8	3.8	3.8	3.9	3.9
Advertising helps to raise our standard of living	2.9	2.9	2.8	2.9	3.0	3.0	3.0
Advertising makes products more expensive	3.9	4.0	4.2	4.2	4.4	4.4	4.4
Advertising makes people spend their money on things they don't really need	3.9	4.0	4.0	4.0	4.1	4.0	4.0

TABLE 5 (CONTINUED)

	Age						
	15-17	18-24	25-34	35-44	45-54	55-64	65 and over
Communication Role of Advertising:							
Good products don't have to be advertised very much	3.8	4.0	4.1	4.2	4.3	4.3	4.3
Advertising tells us about new products that are about on the market	4.3	4.3	4.4	4.3	4.4	4.3	4.4
A lot of things that advertisements tell you are new are just the same old things	4.0	3.9	4.0	3.9	4.2	4.1	4.1
Integrity of Advertising:							
I think most people realize that advertisements only tell you about the things that advertisers want you to hear	4.3	4.3	4.4	4.4	4.5	4.4	4.5
You can't believe most of the things they tell you in advertisements	3.9	3.9	3.8	3.9	3.9	4.0	4.0
I don't believe what they say in advertisements where they compare different brands	3.7	3.7	3.8	3.8	3.9	3.8	3.9
Personal Response to Advertising:							
I often buy products which I see advertised	2.6	2.7	2.7	2.5	2.6	2.4	2.3
Advertising of children's products helps me decide what presents to buy them	3.0	2.6	2.4	2.2	2.3	2.3	2.4
Children are easily influenced by advertising	4.5	4.6	4.7	4.7	4.6	4.5	4.5
I enjoy advertisements where one company tells you why its products is better than its competitor's brands	2.9	2.9	2.9	2.7	2.6	2.6	2.4
Most advertising is an insult to one's intelligence	3.4	3.4	3.6	3.6	3.7	3.6	3.7

TABLE 5 (CONTINUED)

	Education			Occupation		
	No Secondary	Some/ Completed Secondary	Post Secondary	White Collar	Blue Collar	House-wife
Economic Role of Advertising:						
Advertising is necessary to our economy	3.7	3.8	3.9	3.9	3.8	3.8
Advertising helps to raise our standard of living	2.9	3.0	2.8	2.9	3.0	2.9
Advertising makes products more expensive	4.3	4.2	4.2	4.2	4.3	4.3
Advertising makes people spend their money on things they don't really need	4.0	4.0	4.1	4.1	3.9	4.0
Communication Role of Advertising:						
Good products don't have to be advertised very much	4.4	4.2	3.9	4.0	4.2	4.4
Advertising tells us about new products that are out on the market	4.3	4.4	4.4	4.3	4.4	4.4
A lot of things that advertisements tell you are new are just the same old things	4.0	4.0	4.0	4.0	4.0	4.1
Integrity of Advertising:						
I think most people realize that advertisements only tell you about the things that advertisers want you to hear	4.4	4.4	4.4	4.4	4.4	4.5
You can't believe most of the things they tell you in advertisements	4.1	3.9	3.8	3.8	3.9	4.0
I don't believe what they say in advertisements where they compare different brands	3.9	3.7	3.9	3.9	3.7	3.9

TABLE 5 (CONTINUED)

	Education			Occupation		
	No Secondary	Some/ Completed Secondary	Post Secondary	White Collar	Blue Collar	House-wife
Personal Response to Advertising:						
I often buy products which I see advertised	2.3	2.6	2.6	2.6	2.7	2.5
Advertising of children's products helps me decide what presents to buy them	2.4	2.5	2.2	2.2	2.6	2.2
Children are easily influenced by advertising	4.5	4.6	4.6	4.6	4.6	4.6
I enjoy advertisements where one company tells you why its product is better than its competitor's brands	2.7	2.7	2.6	2.5	2.9	2.7
Most advertising is an insult to one's intelligence	3.5	3.5	3.8	3.8	3.4	3.7

	Household Income				Population Density		
	Under $5,000	$5,000 to $9,999	$10,000 to $19,999	$20,000 and over	500,000 and over	100,000 to 499,999	99,999 and under
Economic Role of Advertising:							
Advertising is necessary to our economy	3.7	3.9	3.9	3.8	3.8	3.9	3.8
Advertising helps to raise our standard of living	2.9	3.0	2.9	2.9	2.8	3.0	2.9
Advertising makes products more expensive	4.2	4.2	4.3	4.1	4.2	4.2	4.2
Advertising makes people spend their money on things they don't really need	4.1	4.0	4.0	4.0	4.1	3.8	4.0

TABLE 5 (CONTINUED)

	Household Income				Population Density		
	Under $5,000	$5,000 to $9,999	$10,000 to $19,999	$20,000 and over	500,000 and over	100,000 to 499,999	99,999 and under
Communication Role of Advertising:							
Good products don't have to be advertised very much	4.4	4.3	4.1	3.9	4.1	4.2	4.2
Advertising tell us about new products that are out on the market	4.4	4.4	4.4	4.3	4.4	4.3	4.4
A lot of things that advertisements tell you are new are just the same old thing	4.0	4.1	4.0	4.0	4.1	4.0	4.0
Integrity of Advertising:							
I think most people realize that advertisements only tell you about the things that advertisers want you to hear	4.4	4.4	4.4	4.4	4.4	4.4	4.4
You can't believe most of the things they tell you in advertisements	4.1	4.0	3.8	3.9	3.9	3.9	3.9
I don't believe what they say in advertisements where they compare different brands	3.8	3.7	3.9	3.8	3.9	3.7	3.8

TABLE 5 (CONTINUED)

	Household Income				Population Density		
	Under $5,000	$5,000 to $9,999	$10,000 to $19,999	$20,000 and over	500,000 and over	100,000 to 499,999	99,999 and under
Personal Response to Advertising:							
I often buy products which I see advertised	2.4	2.6	2.6	2.6	2.6	2.5	2.6
Advertising of children's products helps me decide what presents to buy them	2.5	2.4	2.4	2.2	2.4	2.4	2.4
Children are easily influenced by advertising	4.5	4.6	4.6	4.6	4.6	4.6	4.6
I enjoy advertisements where one company tells you why its product is better than its competitor's brands	2.7	2.7	2.7	2.6	2.8	2.6	2.7
Most advertising is an insult to one's intelligence	3.5	3.5	3.6	3.7	3.8	3.6	3.5

	Region				
	Atlantic	Quebec	Ontario	Prairies	British Columbia
Economic Role of Advertising:					
Advertising is necessary to our economy	3.9	3.7	3.9	3.8	3.9
Advertising helps to raise our standard of living	3.2	2.7	3.0	3.0	3.0
Advertising makes products more expensive	4.2	4.3	4.2	4.2	4.2
Advertising makes people spend their money on things they don't really need	4.1	4.3	3.9	3.9	4.0

TABLE 5 (CONTINUED)

	Region				
	Atlantic	Quebec	Ontario	Prairies	British Columbia
Communication Role of Advertising:					
Good products don't have to be advertised very much	4.2	4.3	4.1	4.1	4.2
Advertising tells us about new products that are out on the market	4.4	4.2	4.4	4.4	4.4
A lot of things that advertisements tell you are new are just the same old things	4.1	4.1	4.0	4.0	3.9
Integrity of Advertising:					
I think most people realize that advertisements only tell you about the things that advertisers want you to hear	4.4	4.4	4.5	4.4	4.3
You can't believe most of the things they tell you in advertisements	4.1	4.1	3.8	3.7	3.7
I don't believe what they say in advertisements where they compare different brands	3.6	4.0	3.7	3.7	3.8
Personal Response to Advertising					
I often buy products which I see advertised	2.8	2.5	2.6	2.4	2.5
Advertising of children's products helps me decide what presents to buy them	2.5	2.4	2.4	2.3	2.3
Children are easily influenced by advertising	4.6	4.7	4.6	4.5	4.5
I enjoy advertisements where one company tells you why its product is better than its competitors' brands	2.6	3.2	2.6	2.4	2.4
Most advertising is an insult to one's intelligence	3.4	3.5	3.7	3.5	3.8

VI. Attitudinal Dispositions Towards Advertising

The basic objective of this study is to explore and delineate the range of attitudes held by Canadians regarding advertising on television. However, attitudes towards television advertising are to some degree a function of two separate and distinct component areas; attitudes towards advertising as a commercial and economic activity, and attitudes towards television as a medium. Attitudes towards each of these two component areas respectively are discussed in detail in the first four sections of Part Four and Part Five of this report. In order to examine interrelationships between these two attitudinal areas, a more succinct method of presenting attitudinal data must be developed.

This section describes how the fifteen advertising attitude component items are collapsed into a more concise and manageable description of national sentiment towards advertising.

In fact, the diversity of response to one particular component item is a strong predictor of overall sentiment towards other advertising issues. Those who agree that "advertising helps to raise our standard of living" tend to display much more favourable attitudes towards advertising whereas those who disagree with that statement tend to be considerably more critical of advertising.

The proportion of individuals who can be categorized in this manner appears in Table 6.

TABLE 6

ADVERTISING ATTITUDE DISPOSITIONS

Disposition	Defining Criteria	Total Canadians
		3059
Advertising Favourers	agree that "advertising helps to raise our standard of living"	% 38
Advertising Rejecters	disagree that "advertising helps to raise our standard of living"	38

Table 7 presents the average level of agreement with each advertising component item for both the 'advertising favourers' and the 'advertising rejecters'. By definition, the 'advertising favourers' agree that advertising raises the standard of living whereas the 'advertising rejecters' do not. Correlatively the supportive individuals also proportionately much more often believe that advertising is necessary to the economy. Both groups appear to agree equally often that advertising contributes to unnecessary spending by consumers, but 'advertising rejecters' are more inclined to believe that advertising causes the cost of products to increase at the consumers' expense than are the 'advertising favourers'. The 'advertising favourers' more often recognize the marketing and consumer benefits of the communication role of advertising and at the same time appear somewhat more trusting of advertising content. As well, they are less inclined to feel that advertising is an insult to one's intelligence. The supportive overall attitude shown towards advertising by the 'advertising favourers' is translated behaviourally as well by their much higher perceived probability of purchasing advertised products.

TABLE 7

ATTITUDES TOWARDS ADVERTISING
BY ADVERTISING ATTITUDE DISPOSITION

	Advertising Favourers	Advertising Rejecters
Economic Role Of Advertising:		
Advertising is necessary to our economy	4.3	3.5
Advertising helps to raise our standard of living	4.3	1.5
Advertising makes products more expensive	4.2	4.4
Advertising makes people spend their money on things they don't really need	4.1	4.1
Communication Role Of Advertising:		
Good products don't have to be advertised very much	4.0	4.3
Advertising tells us about new products that are out on the market	4.5	4.2
A lot of things that advertisements tell you are new are just the same old things	4.0	4.1
Integrity Of Advertising:		
I think most people realize that advertisements only tell you about the things that advertisers want you to hear	4.4	4.5
You can't believe most of the things they tell you in advertisements	3.8	4.1
I don't believe what they say in advertisements where they compare different brands	3.8	3.9

TABLE 7 (CONTINUED)

Personal Response To Advertising:	Advertising Favourers	Advertising Rejecters
I often buy products which I see advertised	2.9	2.2
Advertising of children's products helps me decide what presents to buy them	2.7	2.0
Children are easily influenced by advertising	4.6	4.6
I enjoy advertisements where one company tells you why its product is better than its competitors' brands	2.9	2.4
Most advertising is an insult to one's intelligence.	3.4	3.8

VII. Relationships Between Attitudes Towards Advertising And Television Attitude Dispositions

This section of the report examines differences in attitudes towards advertising which occur between each of the three television attitude dispositions which are developed in Section VI of Part Five of this report (see page 138). The three dispositions found therein are also repeated in Table 8 below to indicate the main attitudinal differences found.

TABLE 8

TELEVISION ATTITUDE DISPOSITIONS

Disposition	Defining Criteria	Total Canadians 3059 %
Television Rejecters	agree that "most television shows are boring" and disagree that "watching television is the best way to relax"	14
Involved Television Acceptors	agree that "watching television is the best way to relax" and disagree that "most television shows are boring" and agree that they "really get involved with the characters in some television programs	16
Detached Television Acceptors	agree that "watching television is the best way to relax" and disagree that "most television shows are boring" and disagree that they "really get involved with the characters in some television programs	13

The balance of this section examines key differences in attitudes towards advertising according to television attitude dispositions. A strong relationship exists between disliking television as a medium and disliking advertising generally. Those whose disposition towards television is basically accepting tend to hold more positive attitudes towards most advertising issues. Conversely, the 'television rejecters' less often believe that advertising is necessary or beneficial to our economy. They more strongly believe that advertising increases the cost of products at the consumers expense, and that advertising causes consumers to spend unnecessarily. Also, the 'television dislikers' are more skeptical of advertising claims, more often dislike comparative advertising, and more often believe advertising to be an insult to one's intelligence. The more negative attitudes expressed towards advertising by those who also least prefer television are also manifested in purchase behaviour. The 'television rejectors' proportionately less often claim that they buy products which they have seen advertised.

TABLE 9

ATTITUDES TOWARDS ADVERTISING

BY TELEVISION ATTITUDE DISPOSITIONS

	Television Rejecters	Involved Television Acceptors	Detached Television Acceptors
Economic Role Of Advertising:			
Advertising is necessary to our economy	3.7	3.8	3.9
Advertising helps to raise our standard of living	2.7	3.0	3.1
Advertising makes products more expensive	4.3	4.1	4.2
Advertising makes people spend their money on things they don't really need	4.3	3.8	3.9

TABLE 9 (CONTINUED)

	Television Rejecters	Involved Television Acceptors	Detached Televison Acceptors
Communication Role Of Advertising:			
Good products don't have to be advertised very much	4.2	4.1	4.2
Advertising tells us about new products that are out on the market	4.3	4.4	4.4
A lot of things that advertisements tell you are new are just the same old things	4.1	4.0	4.0
Integrity Of Advertising:			
I think most people realize that advertisements only tell you about the things that advertisers want you to hear	4.5	4.4	4.4
You can't believe most of the things they tell you in advertisements	4.0	3.8	3.9
I don't believe what they say in advertisements where they compare different brands	3.9	3.7	3.8
Personal Response To Advertising:			
I often buy products which I see advertised	2.4	2.7	2.6
Advertising of children's products helps me decide what presents to buy them	2.0	2.7	2.4
Children are easily influenced by advertising	4.7	4.5	4.5
I enjoy advertisements where one company tells you why its product is better than its competitors' brands	2.5	2.8	2.8
Most advertising is an insult to one's intelligence	4.0	3.4	3.4

PART FIVE

ATTITUDES TOWARDS TELEVISION

ATTITUDES TOWARDS TELEVISION

Attitudes towards television are examined in this part of the report. Preliminary research for this study indicated that attitudes towards television advertising are strongly related to the more general areas of attitudes towards advertising as an economic and commercial activity, and of attitudes towards television as a medium. Thus attitudes towards television advertising must be examined relative to attitudes towards televison generally.

Specific issues related to attitudes towards advertising are initially presented and discussed on an aggregate national basis. The analysis then focuses on similarities and differences between subgroups of the Canadian population. Finally, attitudes towards the various television issues are examined in terms of Canadians' overall attitudinal disposition towards television and then towards advertising.

Attitudes towards television have been delineated through the use of component items. These component items consist of statements for which Canadians were asked to indicate how completely they agree or disagree, or in some cases, how frequently the statements describe themselves. To facilitate subsequent analysis these statements have been collapsed into the following four groups:

- benefits of television
- effect of television upon children
- television and social interaction
- personal response to television

The attitudes of Canadians towards television are generally more evenly distributed along the agreement and frequency continuums than are Canadians' attitudes towards advertising where almost every issue was previously found to engender a decidedly onesided overall national response. Thus sentiment towards television is more complexly interwoven with large portions of the population holding opposing attitudes which vary across different issues. Nonetheless, several overall attitudinal patterns emerge regarding television, and these are discussed in the following sections.

I. Attitudes Of Canadians Towards Benefits of Television

The first group of statements are primarily related to the general benefits and disadvantages of television. These statements are:

Television is the cheapest form of entertainment for me.

Watching television is the best way for me to find out what is going on in the world.

People should not expect as much from television as they do from entertainment they pay for.

Most television shows are boring.

Many television programs have too much violence.

Most American programs are better than most Canadian programs.

The importance of television as an accessible entertainment medium is tapped through the item "television is the cheapest form of entertainment for me". However, for many individuals, the absolute monetary cost of entertainment by way of a given medium may not proportionately reflect its perceived intrinsic worth, and thus response to this item must be examined in light of response to "people should not expect as much from television as they do from entertainment they pay for (such as movies and theatre)" which places the perceived quality of television in perspective relative to the perceived quality of alternative media. The perceived value of television as an informational medium is examined using the item "watching television is the best way for me to find out what is going on in the world". Two items then register possible negative benefits of television. These are "most television shows are boring" and "many television programs have too much violence". Finally, how Canadian television programming is perceived relative to American programming is measured using the item "most American programs are better than most Canadian programs".

Four out of five Canadians agree that television is their cheapest form of entertainment and two thirds believe that television is the best way of finding out what is going on in the world. However, several programming costs are perceived to exist. Slightly more Canadians do, than do not, believe that television fails to meet the same quality as alternative media which one pays to experience. As well, more than one third feel that most television shows are boring and almost three-quarters feel television shows have too much violence. Also American programs are considered to be better than Canadian programs in a ratio of three to one.

TABLE 1

ATTITUDES TOWARDS TELEVISION
(Benefits Of Television)

	Agree	Neither Agree nor Disagree	Disagree	Average Level Of Agreement
	%	%	%	
Television is the cheapest form of entertainment for me	80.3	5.2	14.3	4.2
Watching television is the best way for me to find out what is going on in the world	65.5	7.5	26.7	3.7
People should not expect as much from television as they do from entertainment they pay for (e.g. movies, theatres)	45.7	13.2	40.7	3.1
Most television shows are boring	37.6	13.6	48.1	2.9
Many television programs have too much violence	73.0	9.8	16.8	4.0
Most American programs are better than most Canadian programs	59.5	18.4	21.5	3.7

* Average level of agreement indicates the sentiment of Canadians with respect to each attitudinal statement along a continuum from "disagree completely" (average level of 1.0) to "agree completely" (average level of 5.0). Thus higher average levels indicate greater agreement.

II. Attitudes Of Canadians Regarding The Effect Of Television Upon Children

The next group of statements tap attitudes regarding television's effect upon children. These statements are:

> Most people don't know what their children are watching on television.
>
> It isn't good for children to watch too much television.
>
> The television is a good way to keep children occupied when I have other things to do.

The first item, "most people don't know what their children are watching on television" deals with the possible problem that children indiscriminantly watch programming which could be psychologically detrimental to young viewers. Attitudes towards children watching television are evoked on an overall level through the item "it isn't good for children to watch too much television". In contrast to these negative items, the possible convenience of television to fulfill a baby sitter role is examined using the item "the television is a good way to keep children occupied when I have other things to do".

About four-fifths of all Canadians hold the attitude that too much television is not good for children and about half agree that most people do not know what their children are watching on television. Despite these perceived negative effects of television, it is generally acknowledged to be an effective means of keeping children occupied.

TABLE 2

ATTITUDES TOWARDS TELEVISION
(Effect Of Television Upon Children)

	Agree	Neither Agree nor Disagree	Disagree	Average Level Of Agreement
	%	%	%	
Most people don't know what their children are watching on television	51.7	20.1	27.4	3.4
It isn't good for children to watch too much television	81.6	8.0	9.9	4.2
The television is a good way to keep children occupied when I have other things to do	55.1	20.2	23.5	3.5

III. Attitudes Of Canadians Towards Television And Social Interaction

Attitudes towards television within a social context are focused upon through the use of the following statements:

> Watching television is a pleasant way for the whole family to spend the evening together at home.
>
> People no longer talk with each other at home because they spend a lot of time watching television.
>
> There are too many people who are slaves to the television set.
>
> I watch television when friends or guests drop in.

The items "watching television is a pleasant way for the whole family to spend the evening together at home" and "people no longer talk to each other at home because they spend a lot of time watching television" register the extent to which people feel that television acts as a cohesive or fragmentary force upon the family. The belief that television occupies a dominant position in the lives of Canadians is examined in the item "there are too many people who are slaves to the television set". The role of television while entertaining guests is then examined on a personal basis through the item "I watch television when friends or guests drop in".

Attitudes are more mixed regarding television's role within various social contexts. Two-thirds of all Canadians agree that watching television is a pleasant way for the whole family to spend time together. Nonetheless, only one quarter are at all likely to watch television when guests visit. As well, people more often agree than disagree that television reduces the amount of communication between family members and there is overwhelming agreement that too many people are slaves to the television set. In summary, it appears

that Canadians publicly respond in accord with normative values that are quite negative regarding the social implications of television, but within the more private family or individual setting a discrete enjoyment of television viewing manifests itself.

TABLE 3

ATTITUDES TOWARDS TELEVISION
(Television And Social Interaction)

	Agree	Neither Agree nor Disagree	Disagree	Average Level Of Agreement
	%	%	%	
Watching television is a pleasant way for the whole family to spend the evening together at home	67.0	9.7	22.9	3.7
People no longer talk with each other at home because they spend a lot of time watching television	56.1	10.0	33.3	3.3
There are too many people who are slaves to the television set	77.6	11.4	10.6	4.2
	Never/ Seldom	Occasionally	Often	Average Frequency Level*
	%	%	%	
I watch television when friends or guests drop in	76.0	15.9	7.6	1.9

* Average frequency level indicates how likely Canadians are to exhibit the behaviour indicated by each statement along a continuum from "never" (average level of 1.0) to "very often" (average level of 5.0). Thus higher average levels indicate greater frequency.

IV. Personal Response Of Canadians To Televison

The fourth and by far the largest single group of statements examine individuals' personal behaviour regarding television. Individuals were asked to indicate how strongly they agree with the following statements:

> I really get involved with the characters in some television programs.
>
> Watching television is the best way to relax after a hard day.
>
> The television keeps me company when I'm home alone.

They were also asked how often they found themselves in the situations described by the following statements:

> I don't know what else to do so I watch television.
>
> I do other things at the same time as I watch television.
>
> I feel guilty because I watch television when I should be doing something else.
>
> I turn off the television whenever I get annoyed with a program.
>
> I fall asleep while watching television.
>
> I watch television while I am eating meals.

The affinity and personal involvement which individuals exhibit towards television programs is examined by the item "I really get involved with the characters in some television programs". The appropriateness of television within two frequent contexts is dealt with by the items "watching television is the best way to relax after a hard day" and "the television keeps me company when I'm home alone". The item "I don't know what else to do so I watch television" indicates how frequently television viewing is in fact a habitual and reflexive action. Similarly, the item "I do other things at the same time as I watch television" measures the reflexive behaviour of using television as a background

to, or in company with, other activities. The compulsive use of television when other activities should be attended to is registered by the item "I feel guilty because I watch television when I should be doing something else". In contrast to the preceeding items, which portray television as having an omnipresent influence over people, the item "I turn off the television whenever I get annoyed with a program" examines to what extent the locus of television viewing control indeed does rest with the viewer rather than with the medium. Finally, the frequency with which two specific behaviours occur while watching television are registered by the items "I fall asleep while watching television" and "I watch television while I am eating meals".

Strong differences in personal behaviour regarding television are also exhibited within large subgroups of the total population. For example, the same proportion of people do, as do not, become very involved with some television program characters. Three out of five Canadians believe that watching television is the best way to relax after a hard day. In fact, between one quarter and one half find television to be so relaxing that they often or occasionally fall asleep in front of it. More than two thirds also agree that television keeps them company when they are home alone.

A suprisingly high proportion of people, almost half, reflexively turn to television when in doubt as to what to do. However, only one sixth of Canadians are so dominated by television that they compulsively watch it when other more pressing activities should be attended to, and likewise, only one third are so dominated by television that they remain attentive to programs which annoy them. It also appears that Canadians are almost equally split

between attentively watching television as compared to concentrating less by doing other things at the same time as they watch television. For example, for every three people who do not watch television while eating meals, one person often enough will eat while watching it, and yet another occasionally will.

TABLE 4

ATTITUDES TOWARDS TELEVISION
(Personal Response To Television)

	Agree	Neither Agree nor Disagree	Disagree	Average Level Of Agreement
	%	%	%	
I really get involved with the characters in some television programs	43.8	10.6	45.2	2.9
Watching television is the best way to relax after a hard day	59.5	10.5	29.5	3.5
The television keeps me company when I'm home alone	70.8	6.4	22.5	3.8
	Never/ Seldom	Occasionally	Often	Average Frequency Level
	%	%	%	
I don't know what else to do so I watch television	45.1	25.9	28.5	2.7
I do other things at the same time as I watch television	36.8	21.9	40.9	3.0
I feel guilty because I watch television when I should be doing something else	63.4	19.6	16.6	2.2
I turn off the television whenever I get annoyed with a program	42.5	20.8	36.2	2.9
I fall asleep while watching television	52.9	20.8	25.9	2.5
I watch television while I am eating meals	58.0	20.4	21.2	2.3

V. Attitudes Of Subgroups Of The Canadian Population Towards Televison

The breadth of attitude towards television which exists on an aggregate national basis shows important systematic trends when examined according to various demographic subgroups of the Canadian population. However, unlike what was found regarding attitudes towards advertising, differences in attitudes towards television can not be explained primarily in terms of only one or two demographics. Rather, all the demographics discussed in this section are of importance regarding some television issues. Following the discussion of attitudinal differences according to demographics, Table 5 summarizes average levels of agreement and average frequency levels for all component items across all relevant demographics.

Attitudes towards different issues regarding television vary between those speaking each of Canada's two official languages. French speaking Canadians considerably more often believe television is a good informational medium than do English speaking Canadians, as evidenced by how often they agree that watching television is the best way of finding out what is going on in the world. Although they somewhat more often agree that television is their cheapest form of entertainment, they also more often agree that television entertainment falls short of the quality inherent in alternative entertainment which they must pay to experience. In fact, they more often find television shows to be boring and to have too much violence, and as well, they are far less likely to project personal involvement with television program characters.

French speaking Canadians also proportionately more often believe that television offers the family a pleasant way of spending time together despite their somewhat greater inclination to also believe that television may dominate individuals and that it may fragment family life. As well, they are less critical of possible adverse effects of television upon children and correlatively, they more often agree that television is a suitable way to keep children occupied. Television also appears to exert a more dominant influence upon the lives of French speaking Canadians. This group is more inclined to watch television when not knowing what else to do, when wanting to relax, and to keep one company when at home alone. They are less likely to turn off annoying programs, less likely to fall asleep watching television, and more likely to eat meals in front of the television.

Several interesting attitudinal differences regarding television occur according to sex. For example females are more inclined to perceive that television programs have too much violence than are males. They are also more inclined to believe that television dominates many people, that television has reduced intrafamily conversation, and that television has a negative effect on children. Keeping young children occupied is predominantly a female task which most have had to cope with continuously for several years. The extent to which females have delegated this task to the television appears to be balanced by their reservations regarding television's effect on children. Both sexes show equal reliance on television as a means of keeping children occupied, and housewives, the group closest to this issue, only marginally more often agree that television is a good way to keep children occupied when there are other things to be done.

Females tend to identify somewhat more strongly with fictional television characters than do males. Females, and housewives in particular, more frequently do other things at the same time as they watch television, and they less frequently watch television when friends visit. Thus despite their generally more critical attitudes towards television, females certainly are not less likely to watch and enjoy television than are males, but when visitors introduce a change to the daily routine, television is more likely to be ignored. Interestingly enough, males more often than females reflexively utilize television when they have nothing else to do, and correlatively, they also more often fall asleep in front of it.

Attitudes towards television also tend to vary according to age. As age increases so does the level of agreement that television shows are boring and that they have too much violence. However, for most issues attitudinal differences are more readily apparent between the younger (18 to 44 years old) and older (45 years old and over) halves of the adult population. Older people proportionately more often indicate that television is their cheapest form of entertainment, but also that it does not meet the high quality of alternative media which one pays to experience. Older people also proportionately more often agree that television is their best informational medium, and that watching television is the best way to relax after a hard day.

Older people also proportionately more often agree that television is their best informational medium, and that watching television is the best way to relax after a hard day.

People between the ages of 14 and 34 years display much greater affinity and personal involvement with television. However, it was previously found that this heightened usage extended to media other than television as well. They proportionately more often than older people, reflexively turn to television when they have nothing else to do, and they more often do other things at the same time as they watch television, including eating meals. They are also more likely than older people to watch television when they should be doing something else, and even when friends drop in they are more likely to watch television. As well, these young people tend to get more involved with the characters in some television programs and they less often turn off annoying programs or fall asleep.

Attitudes towards television show marked similarities as education, occupation, and income levels vary together, and thus these demographics shall be discussed collectively. Better educated Canadians and those with higher occupational status and income levels more often believe that television programming compares favourably with alternative entertainment media which one must pay to experience, but even so, they less often perceived television as being their cheapest form of entertainment. It is those with less education, less occupational status, and less income who are more inclined to utilize television as their primary informational medium.

As socioeconomic status increases, Canadians are more inclined to agree that too much television is not good for children, and correlatively they are more inclined to disagree that television is a good way to keep children occupied. This relatively more negative attitude

towards television's effect on children is only one example of negative attitudes towards television's effect on people generally. Particularly among those with higher educational and occupational status, but also among those with higher incomes, proportionately fewer agree that television is a pleasant way for the family to spend time together, fewer watch television when guests are visiting, and more agree that too many people are dominated by television.

Personal response to television is consistently more negative as education, occupation, and income levels increase. Watching television is proportionately less often considered to be the best way to relax by higher socioeconomic status Canadians. Canadians with higher education, occupation, and income levels also concentrate less on the programs they watch as evidenced by how frequently they do other things concurrently with their television viewing and by how less inclined they are to identify closely with fictional television characters. They less frequently turn to television when having nothing else to do, and this is further evidenced by how seldom they use television to keep themselves company when at home alone.

Attitudes towards television vary marginally according to population density. Those living in rural areas or in small centres of less than 100,000 population are really only differentiated in that they are more inclined to agree that television is their best method of being informed about current events.

No systematic differences in attitudes towards television occur between the various geographic regions of Canada except in the case of Quebec where these differences are caused by and are best explained in terms of language spoken.

TABLE 5

ATTITUDES TOWARDS TELEVISION

	Total Canadians	Language		Sex	
		English	French	Male	Female
Benefits of Television:					
Television is the cheapest form of entertainment for me	4.2	4.1	4.3	4.2	4.2
Watching television is the best way for me to find out what is going on in the world	3.7	3.5	4.1	3.7	3.6
People should not expect as much from television as they do from entertainment they pay for (e.g. movies, theatres)	3.1	3.0	3.4	3.1	3.0
Most television shows are boring	2.9	2.8	2.9	2.9	2.8
Many television programs have too much violence	4.0	4.0	4.1	3.8	4.2
Most American programs are better than most Canadian programs	3.7	3.7	3.6	3.7	3.6
Effect of Television Upon Children:					
Most people don't know what their children are watching on television	3.4	3.4	3.2	3.3	3.5
It isn't good for children to watch too much television	4.2	4.3	4.1	4.2	4.3
The television is a good way to keep children occupied when I have other things to do	3.5	3.4	3.7	3.5	3.5

TABLE 5 (CONTINUED)

	Total Canadians	Language		Sex	
		English	French	Male	Female
Television and Social Interaction					
Watching television is a pleasant way for the whole family to spend the evening together at home	3.7	3.6	4.1	3.7	3.7
People no longer talk with each other at home because they spend a lot of time watching television	3.3	3.3	3.5	3.3	3.4
There are too many people who are slaves to the television set	4.2	4.1	4.2	4.1	4.2
I watch television when friends or guests drop in	1.9	1.9	1.9	2.0	1.7
Personal Response to Television:					
I really get involved with the characters in some television programs	2.9	3.0	2.5	2.8	3.0
Watching television is the best way to relax after a hard day	3.5	3.3	3.9	3.4	3.5
The television keeps me company when I'm home alone	3.8	3.7	4.0	3.8	3.8
I don't know what else to do so I watch television	2.7	2.6	3.1	2.8	2.6
I do other things at the same time as I watch television	3.0	3.0	2.9	2.7	3.3
I feel guilty because I watch television when I should be doing something else	2.2	2.2	2.1	2.2	2.1
I turn off the T.V. whenever I get annoyed with a program	2.9	2.9	2.8	2.9	2.9
I fall asleep while watching television	2.5	2.6	2.4	2.7	2.3
I watch television while I am eating meals	2.3	2.3	2.5	2.4	2.3

TABLE 5 (CONTINUED)

	Age						
	15-17	18-24	25-34	35-44	45-54	55-64	65 and Over
Benefits of Television:							
Television is the cheapest form of entertainment for me	3.8	4.1	4.1	4.1	4.2	4.2	4.5
Watching television is the best way for me to find out what is going on in the world	3.6	3.5	3.5	3.6	3.7	3.7	4.1
People should not expect as much from television as they do from entertainment they pay for (e.g. movies, theatres)	3.3	3.0	3.0	3.0	3.1	3.2	3.2
Most television shows are boring	2.5	2.7	2.9	2.9	3.0	3.0	2.7
Many television programs have too much violence	3.3	3.6	4.0	4.1	4.2	4.3	4.4
Most American programs are better than most Canadian programs	3.7	3.8	3.7	3.7	3.7	3.6	3.4
Effect of Television Upon Children:							
Most people don't know what their children are watching on television	3.4	3.5	3.3	3.2	3.5	3.3	3.5
It isn't good for children to watch too much television	3.8	4.1	4.2	4.2	4.4	4.2	4.4
The television is a good way to keep children occupied when I have other things to do	3.7	3.5	3.4	3.4	3.6	3.6	3.5

TABLE 5 (CONTINUED)

	Age						
	15-17	18-24	25-34	35-44	45-54	55-64	65 and Over
Television and Social Interaction							
Watching television is a pleasant way for the whole family to spend the evening together at home	3.7	3.7	3.6	3.7	3.7	3.8	4.1
People no longer talk with each other at home because they spend a lot of time watching television	2.9	3.1	3.3	3.3	3.6	3.5	3.6
There are too many people who are slaves to the television set	4.0	4.1	4.2	4.2	4.2	4.1	4.2
I watch television when friends or guests drop in	2.5	2.1	1.9	1.7	1.6	1.7	1.6
Personal Response to Television:							
I really get involved with the characters in some television programs	3.5	3.1	3.0	2.7	2.8	2.6	3.0
Watching television is the best way to relax after a hard day	3.5	3.3	3.4	3.4	3.6	3.5	3.8
The television keeps me company when I'm home alone	4.1	3.8	3.7	3.7	3.7	3.8	4.1
I don't know what else to do so I watch television	3.3	3.0	2.8	2.5	2.6	2.5	2.8
I do other things at the same time as I watch television	3.0	3.1	3.2	2.1	2.8	2.8	2.8
I feel guilty because I watch television when I should be doing something else	2.8	2.5	2.3	2.0	2.0	1.8	1.7
I turn off the T.V. whenever I get annoyed with a program	2.6	2.7	2.7	2.8	3.0	3.3	3.4
I fall asleep while watching television	2.2	2.3	2.5	2.5	2.8	2.7	2.6
I watch television while I am eating meals	2.8	2.7	2.4	2.2	2.2	2.2	2.2

TABLE 5 (CONTINUED)

	Education			Occupation		
	No Secondary	Some/ Completed Secondary	Post Secondary	White Collar	Blue Collar	House Wife
Benefits of Television:						
Television is the cheapest form of entertainment for me	4.4	4.2	3.9	4.0	4.3	4.3
Watching television is the best way for me to find out what is going on in the world	4.1	3.7	3.2	3.3	3.8	3.8
People should not expect as much from television as they do from entertainment they pay for (e.g. movies, theatres)	3.3	3.1	2.9	2.9	3.1	3.1
Most television shows are boring	2.9	2.7	3.1	3.0	2.8	2.8
Many television programs have too much violence	4.1	3.9	4.1	4.1	3.8	4.2
Most American programs are better than most Canadian programs	3.6	3.8	3.5	3.6	3.8	3.6
Effect of Television Upon Children:						
Most people don't know what their children are watching on television	3.5	3.4	3.4	3.4	3.3	3.4
It isn't good for children to watch too much television	4.2	4.2	4.4	4.4	4.1	4.3
The television is a good way to keep children occupied when I have other things to do	3.7	3.5	3.2	3.2	3.6	3.6

TABLE 5 (CONTINUED)

	Education			Occupation		
	No Secondary	Some/ Completed Secondary	Post Secondary	White Collar	Blue Collar	Housewife
Television and Social Interaction						
Watching television is a pleasant way for the whole family to spend the evening together at home	4.1	3.8	3.2	3.4	3.9	3.8
People no longer talk with each other at home because they spend a lot of time watching television	3.5	3.2	3.4	3.3	3.2	3.4
There are too many people who are slaves to the television set	4.0	4.1	4.3	4.3	4.1	4.2
I watch television when friends or guests drop in	1.9	1.9	1.7	1.8	2.1	1.6
Personal Response to Television:						
I really get involved with the characters in some television programs	3.2	3.0	2.5	2.8	2.9	3.0
Watching television is the best way to relax after a hard day	4.0	3.5	3.1	3.1	3.6	3.6
The television keeps me company when I'm home alone	4.1	3.9	3.4	3.6	3.8	3.8
I don't know what else to do so I watch television	2.9	2.8	2.4	2.4	2.9	2.6
I do other things at the same time as I watch television	2.7	3.0	3.1	3.1	2.7	3.4
I feel guilty because I watch television when I should be doing something else	1.9	2.2	2.2	2.2	2.2	1.9
I turn off the T.V. whenever I get annoyed with a program	3.0	2.8	3.0	2.9	2.8	2.9
I fall asleep while watching television	2.6	2.5	2.4	2.6	2.7	2.3
I watch television while I am eating meals	2.3	2.4	2.3	2.2	2.5	2.3

TABLE 5 (CONTINUED)

	Household Income				Population Density		
	Under $5,000	$5,000 to $9,999	$10,000 to $19,999	$20,000 and over	500,000 and over	100,000 to 499,999	99,999 and under
Benefits of Television:							
Television is the cheapest form of entertainment for me	4.4	4.3	4.2	3.9	4.1	4.0	4.2
Watching television is the best way for me to find out what is going on in the world	3.9	4.0	3.6	3.3	3.5	3.4	3.8
People should not expect as much from television as they do from entertainment they pay for (e.g. movies, theatres)	3.4	3.1	3.0	2.9	3.1	3.1	3.0
Most television shows are boring	3.0	2.8	2.8	2.9	3.0	2.7	2.8
Many television programs have too much violence	4.1	4.0	3.9	3.9	4.0	3.9	4.0
Most American programs are better than most Canadian programs	3.5	3.6	3.8	3.7	3.8	3.8	3.6
Effect of Television upon Children:							
Most people don't know what their children are watching on television	3.5	3.5	3.3	3.4	3.5	3.3	3.4
It isn't good for children to watch too much television	4.1	4.2	4.2	4.3	4.3	4.1	4.2
The television is a good way to keep children occupied when I have other things to do	3.6	3.5	3.5	3.3	3.5	3.3	3.6

TABLE 5 (CONTINUED)

	Household Income				Population Density		
	Under $5,000	$5,000 to $9,999	$10,000 to $19,999	$20,000 and over	500,000 and over	100,000 to 499,999	99,99 and unde
Television and Social Interaction							
Watching television is a pleasant way for the whole family to spend the evening together at home	4.0	3.9	3.7	3.4	3.6	3.5	3.8
People no longer talk with each other at home because they spend a lot of time watching television	3.5	3.4	3.3	3.2	3.3	3.2	3.4
There are too many people who are slaves to the television set	4.2	4.0	4.2	4.2	4.2	4.1	4.1
I watch television when friends or guests drop in	1.8	1.9	1.9	1.8	1.8	1.8	1.9
Personal Response to Television:							
I really get involved with the characters in some television programs	3.1	3.0	2.9	2.6	2.9	3.0	2.9
Watching television is the best way to relax after a hard day	3.8	3.7	3.4	3.1	3.4	3.3	3.5
The television keeps me company when I'm home alone	3.9	4.0	3.8	3.3	3.7	3.7	3.9
I don't know what else to do so I watch television	2.9	2.8	2.7	2.5	2.8	2.6	2.7
I do other things at the same time as I watch television	2.9	3.0	3.1	2.9	3.1	3.1	2.9
I feel guilty because I watch television when I should be doing something else	2.0	2.1	2.2	2.2	2.2	2.2	2.1
I turn off the T.V. whenever I get annoyed with a program	3.2	2.9	2.8	2.9	2.9	2.7	3.0
I fall asleep while watching television	2.5	2.5	2.5	2.6	2.5	2.4	2.5
I watch television while I am eating meals	2.4	2.5	2.3	2.2	2.4	2.2	2.4

TABLE 5 (CONTINUED)

	Region				
	Atlantic	Quebec	Ontario	Prairies	British Columbia
Benefits of Television:					
Television is the cheapest form of entertainment for me	4.3	4.3	4.1	4.1	4.1
Watching television is the best way for me to find out what is going on in the world	3.9	4.1	3.5	3.5	3.4
People should not expect as much from television as they do from entertainment they pay for (e.g. movies, theatres)	3.0	3.4	3.0	2.9	2.7
Most television shows are boring	2.8	3.0	2.7	2.9	2.9
Many television programs have too much violence	3.9	4.1	3.9	4.0	4.0
Most American programs are better than most Canadian programs	3.5	3.6	3.7	3.7	3.7
Effect of Television upon Children:					
Most people don't know what their children are watching on television	3.7	3.3	3.4	3.4	3.3
It isn't good for children to watch too much television	4.3	4.2	4.2	4.2	4.3
The television is a good way to keep children occupied when I have other things to do	3.7	3.7	3.5	3.2	3.3

TABLE 5 (CONTINUED)

	Region				
	Atlantic	Quebec	Ontario	Prairies	British Columbia
Television and Social Interaction					
Watching television is a pleasant way for the whole family to spend the evening together at home	3.9	4.0	3.5	3.7	3.4
People no longer talk with each other at home because they spend a lot of time watching television	3.4	3.5	3.2	3.3	3.3
There are too many people who are slaves to the television set	4.0	4.2	4.2	4.1	4.2
I watch television when friends or guests drop in	1.8	1.9	1.9	1.9	1.9
Personal Response to Television:					
I really get involved with the characters in some television programs	3.1	2.6	3.0	3.0	3.2
Watching television is the best way to relax after a hard day	3.6	3.8	3.3	3.2	3.3
The television keeps me company when I'm home alone	4.0	3.9	3.8	3.7	3.7
I don't know what else to do so I watch television	2.6	3.1	2.6	2.6	2.6
I do other things at the same time as I watch television	3.0	2.9	3.0	3.1	3.0
I feel guilty because I watch television when I should be doing something else	2.0	2.1	2.2	2.1	2.4
I turn off the T.V. whenever I get annoyed with a program	3.1	2.9	2.8	3.0	3.1
I fall asleep while watching television	2.7	2.4	2.5	2.7	2.4
I watch television while I am eating meals	2.3	2.5	2.2	2.3	2.6

VI. Attitudinal Dispositions Towards Television

This section describes how the twenty-two previously discussed television attitude component items are collapsed into a more concise and manageable description of national sentiment towards television.

Basically, two component items distinguish those who hold relatively more negative attitudes towards television from those who are relatively more supportive towards it. Canadians who agree that "most television shows are boring" and who disagree that "watching television is the best way to relax" tend generally to dislike television whereas those holding the opposing view on these same items tend to be much more positively disposed towards television. The individuals who display supportive attitudes towards television can in turn be distinguished according to how strongly they are involved with and dominated by the medium. Among Canadians who are supportive of television, those who agree that they "really get involved with the characters in some television programs" tend to be more compulsively attentive towards television generally than are those who disagree with this same component item.

The proportion of individuals that can be catagorized in this manner appears in Table 6.

TABLE 6

TELEVISION ATTITUDE DISPOSITIONS

Disposition	Defining Criteria	Total Canadians 3059 %
Television Rejecters	agree that "most television shows are boring" and disagree that "watching television is the best way to relax"	14
Involved Television Accepters	agree that "watching television is the best way to relax" and disagree that "most television shows are boring" and agree that they "really get involved with the characters in some television programs"	16
Detached Television Accepters	agree that "watching television is the best way to relax" and disagree that "most television shows are boring" and disagree that they "really get involved with the characters in some television programs"	13

Table 7 presents average levels of agreement and average frequency levels across all television issues for each of the three television dispositions. Major differences in attitudes towards television which are expressed by these three groups are discussed in the following paragraphs.

The 'television rejecters' by definition agree that most television shows are boring. They are also much more likely than the 'television accepters' to recognize other possible disadvantages of television too. They less often believe television to be a suitable informational and enter-

tainment medium; more often they believe television to have an adverse effect on children. Since they also more often believe that too many people are dominated by television and that it has a repressive effect on intrafamily communication, it is to be expected that they are also less likely to watch television either as a family activity or when guests visit. By definition they do not agree that watching television is the best way to relax after a hard day, but as well, other behavioural measures also consistently show the 'television rejecters' to be least dependent upon and least dominated by television.

The 'involved television accepters' and the 'detached television accepters' both stand in contrast to the 'television rejecters'. However, subtle distinct attitudinal differences occur between the two supportive dispositions.

The 'involved television accepters' are characterized by their almost compulsive and reflexive desire to watch television. They much more frequently turn to television when in doubt as to what to do and are more frequently found watching television even when other more pressing activities should be attended to. They are less likely to turn off annoying programs. It appears that these people more often prefer upsetting programming to no programming at all. They want to watch television so much of the time that in order to complete other activities including eating these are often undertaken concurrently with their television viewing.

The 'detached television accepters' hold less extreme attitudes regarding television. They are not quite as supportive of the medium as are the 'involved television accepters' regarding television's effect on children, its social effect on people, the overall quality of programs, and the importance of television's role generally. Also, by definition they do not agree that they get really involved with fictional television characters whereas the 'involved television accepters' certainly do.

TABLE 7

ATTITUDES TOWARD TELEVISION BY TELEVISION ATTITUDE DISPOSITIONS

	Television Rejecters	Involved Television Accepters	Detached Television Accepters
Benefits of Television:			
Television is the cheapest form of entertainment for me	3.4	4.4	4.6
Watching television is the best way for me to find out what is going on in the world	2.9	4.0	4.1
People should not expect as much from television as they do from entertainment they pay for (e.g. movies, theatres)	3.0	3.1	3.1
Most television shows are boring	4.4	1.5	1.7
Many television programs have too much violence	4.2	3.8	4.0
Most American programs are better than most Canadian programs	3.5	3.8	3.8
Effect of Television upon Children:			
Most people don't know what their children are watching on television	3.7	3.3	3.1
It isn't good for children to watch too much television	4.5	4.0	4.1
The television is a good way to keep children occupied when I have other things to do	2.9	3.9	3.7

TABLE 7 (CONTINUED)

	Television Rejecters	Involved Television Accepters	Detached Television Accepters
Television and Social Interaction			
Watching television is a pleasant way for the whole family to spend the evening together at home	2.8	4.3	4.1
People no longer talk with each other at home because they spend a lot of time watching television	3.5	3.0	3.3
There are too many people who are slaves to the television set	4.5	3.9	4.0
I watch television when friends or guests drop in	1.5	2.1	1.8
Personal Response to Television:			
I really get involved with the characters in some television programs	2.3	4.6	1.4
Watching television is the best way to relax after a hard day	1.5	4.6	4.5
The television keeps me company when I'm home alone	2.7	4.4	4.2
I don't know what else to do so I watch television	2.1	3.2	2.7
I do other things at the same time as I watch television	2.8	3.1	2.9
I feel guilty because I watch television when I should be doing something else	2.1	2.3	1.9
I turn off the T.V. whenever I get annoyed with a program	3.3	2.6	2.8
I fall asleep while watching television	2.5	2.6	2.6
I watch television while I am eating meals	1.9	2.7	2.3

VII. Relationships Between Attitudes Towards Television And Advertising Attitude Dispositions

This section examines differences in attitudes towards television which occur between the two advertising attitude dispositions which were developed in Section VI of Part Four of this report (see page 103). The two dispositions found therein are also repeated in Table 8 below to indicate the main attitudinal difference found.

TABLE 8

ADVERTISING ATTITUDE DISPOSITIONS

Disposition	Defining Criteria	Total Canadians
		3059
		%
Advertising Favourers	agree that "advertising helps to raise our standard of living"	38
Advertising Rejecters	disagree that "advertising helps to raise our standard of living"	38

The supportive disposition towards advertising shown by 'advertising favourers' extends to the specific area of television commercials. They, more often than 'advertising rejecters' believe that better programming results from both the increased presence and quantity of accompanying television commercials.

More favourable attitudes are expressed towards almost all television issues by those displaying a supportive disposition towards advertising.

The one exception is that although they more strongly indicate television to be their cheapest form of entertainment, the 'television favourers' do proportionately more often agree that people should not expect as much from television as they do from entertainment which they must pay to experience.

The 'advertising favourers' make heavier use of television in social contexts such as when guests visit or when the whole family is together for the evening. They also more often believe television is a suitable means of keeping children occupied. They also show their greater interest in television behaviourally. Television much more often provides these people with a means to relax, to be kept company, and to indulge in a fantasy world of fictional characters. When without any specific activity planned, they will more often reflexively turn to television. The dominance that television holds over the 'advertising favourers' is further evidenced by how less frequently they can bring themselves to turn off television programs which they find to be personally annoying.

In summary, it appears that a strong correlation exists between attitudes towards television and attitudes towards advertising. A favourable or negative disposition towards one attitudinal area is likely to be accompanied by a similar disposition towards the other attitudinal area.

TABLE 9

ATTITUDES TOWARDS TELEVISION BY ADVERTISING ATTITUDE DISPOSITIONS

	Advertising Favourers	Advertising Rejecters
Benefits of Television:		
Television is the cheapest form of entertainment for me	4.3	4.0
Watching television is the best way for me to find out what is going on in the world	3.7	3.6
People should not expect as much from television as they do from entertainment they pay for (e.g. movies, theatres)	3.2	2.9
Most television shows are boring	2.8	3.0
Many television programs have too much violence	4.0	4.0
Most American programs are better than most Canadian programs	3.8	3.5
Effect of Television upon Children:		
Most people don't know what their children are watching on television	3.4	3.4
It isn't good for children to watch too much television	4.2	4.3
The television is a good way to keep children occupied when I have other things to do	3.8	3.3

TABLE 9 (CONTINUED)

	Advertising Favourers	Advertising Rejecters
Television and Social Interaction		
Watching television is a pleasant way for the whole family to spend the evening together at home	3.9	3.6
People no longer talk with each other at home because they spend a lot of time watching television	3.4	3.3
There are too many people who are slaves to the television set	4.2	4.2
I watch television when friends or guests drop in	1.9	1.8
Personal Response to Televesion:		
I really get involved with the characters in some television programs	3.1	2.7
Watching television is the best way to relax after a hard day	3.6	3.3
The television keeps me company when I'm home alone	4.0	3.7
I don't know what else to do so I watch television	2.8	2.6
I do other things at the same time as I watch television	3.0	2.9
I feel guilty because I watch television when I should be doing something else	2.2	2.1
I turn off the T.V. whenever I get annoyed with a program	2.8	3.0
I fall asleep while watching television	2.5	2.5
I watch television while I am eating meals	2.4	2.3